

Practical English



SEPTEMBER 30, 1946 • A SCHOLASTIC MAGAZINE • Everyone's a Salesman! See page 5

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IT'S SWELL
to have a Dad like this!

No flies on Pop—he's still a champ at heart. And wait till he hits his stride again, in Keds. He probably grew up in these shoes of athletes.

For fancy dodging and fast running, you can count on Keds' traction soles. They really take hold. And you're protected from jars and jolts so muscles don't get played out and tired.

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Practical English

A National Magazine of English and the Communication Arts Designed for High School Students in General, Business, or Vocational Courses, Published Weekly During the School Year

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CONTENTS THIS WEEK

Including selections from Senior Scholastic

Editorial	3
Say What You Please	4
Everyone's a Salesman, by Mary A. Ralston & Lee Learner	5
The Boss' Boy Friday	7
Putting the B on Budget	8
Behind the By-Line, by Mac Cullen	9
Are You Spellbound? Learn to Think Straight.	10
Letter Perfect	11
Who? Which? What?	12
Who's in the News?	13
March of Events	14
U. N. News	16
Dilbert Buys a Car	17
What's New in the Air?	20
What's New?	21
American Achievements: Aluminum	22
Boy dates Girl, by Gay Head	24
Following the Films	25
Sports	26
Laughs	27
Clef Chef on the 1280 Club: Sharps & Flats	28
Vocational Guidance: Jobs in Retailing, by Franklin R. Zeran	29
Business Machines	30

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VOLUME 1

NUMBER 3

SEPTEMBER 30, 1946

What Makes You Think So?

YOU HAVE opinions on many subjects. At least you are expected to have opinions. Why? Because one of the questions most often asked in any discussion is: "What do *you* think?"

It's easy enough to have opinions on many subjects. All you need to do is (a) read a newspaper or magazine occasionally, or (b) leave your ears open near a radio or a group of talkative people, and (c) be willing to pass off what you heard or read as your own "thinking."

But that's not *thinking*. That's merely "hearing," "remembering," and "repeating." It's mechanical — like a victrola record. *Thinking* is something else. At the very least, there are three steps necessary before you can reply honestly to the question: "What do *you* think?" about such and such a subject.

First, you must realize that there is more than one opinion on the subject. Otherwise why should anyone ask: "What do *you* think?" Thus you must start the thinking process with an *open mind*.

The next step is to know what the various, and probably conflicting, opinions are on the subject, and to learn what facts, or experiences, have led "thinking people" to reach their conclusions. In short, what makes them think as they do? Why do they hold the opinions they have expressed? This second step is the *gathering of information*.

The third step is the most difficult. It is *judgment*. This step requires you to *think*; to organize the information you have gathered; to weigh the reasons various people give for holding the opinions they express; to decide which of their reasons seem to you to be most valid; to make sure they have not omitted, perhaps intentionally, all the information and experience that is available; and finally, to check your own logic and be certain you have not, unintentionally, arrived at a conclusion because it pleases you or pleases the friend who has asked your opinion.

If you can follow these three steps in the thinking process, you need never fear the question "What do *you* think?" Nor need you fear the second question: "What makes you think so?"

After a little practice in *thinking*, you will discover some new expressions entering your conversation. You are likely to find yourself saying "After reading up on this subject . . .," or "I *suspect* that this is the correct answer . . .," or "I am not certain, but the facts lead me to believe *now* . . ."

Thus you become less *opinionated*. You learn that the other fellow is not always wrong. In the long run, this is how to make *true* friends and influence *real* people. It is a spirit much needed in the world today.

Do not assume from these comments that people who *think* never have deep convictions. They do, and their convictions are convincing because they are based on careful thinking. They know the answer to the second question: "What makes you think so?"

To help you to learn to think, to urge you to keep an *open mind*, to give you *information* on which to base *judgment* — these are the objectives of this and the other *Scholastic Magazines*.

ON OUR COVER. Here's a treat for any customer! Twenty-year-old Madelyn Lyons at the cosmetics counter of Macy's Little Shop, New York City. Madelyn, a New Yorker born and bred, is a graduate of

George Washington H. S. Before getting her job at Macy's, she worked in a dentist's office. Her "cover customer" is Kenneth Battersby of Macy's advertising department.

Photo by Benk Mannon

Bo McMILLIN

COACH OF THE YEAR, 1945

HERE'S OUR SCHEDULE AND HERE'S...

McMILLIN PICKED ONE OF INDIANA'S TOUGHEST SCHEDULES FOR WINNING THEIR FIRST BIG TEN CHAMPIONSHIP IN 45 YEARS OF COMPETITION. AGAINST CRACK CONFERENCE TEAMS, THE HOOSIERS AVERAGED 25.5 POINTS PER GAME — ALLOWED OPPONENTS ONLY 5.6 POINTS PER GAME.

IT'S THE DISH OF THE YEAR! EVERY YEAR

"YOU CAN'T SELL ME ON ANY FOOD JUST BECAUSE IT'S PACKED WITH VITAMINS AND MINERALS AND SUCH," SAYS BO McMILLIN. "THE FOOD I EAT HAS TO TASTE GOOD, TOO. I GUESS THAT'S WHY I CHOOSE WHEATIES NEARLY EVERY MORNING. I KNOW WHEATIES ARE NOURISHING — AND THEY'VE GOT A FLAVOR YOU CAN'T MATCH."

WHEATIES

BREAKFAST OF CHAMPIONS

WITH MILK AND FRUIT

WHEATIES

BREAKFAST of Champions

TOASTED WHOLE WHEAT FLAKES, UNUSUALLY HIGH IN VITAMINS AND MINERALS

"Wheaties" and "Breakfast of Champions" are registered trade marks of General Mills, Inc.

!?!? Say What You Please!

... and that's what we mean! This letters column, which will be a regular feature, is open to opinion on any subject and criticism of any kind, brickbats or orchids. We want to know *what's on your mind*. Other readers do, too. Address: Letters Editor, Scholastic Magazines, 220 East 42nd St., New York 17, N. Y. — *The Editors*.

Last spring, you published in your *Sharps and Flats* column, a letter from Johnny Williams of Windsor, Vt. He said: "Will someone please point out the difference between the wonderful, exciting (PP), colorful (PPP), and pure jazz (Ha!) of Herman and the dull, stupid, sugary, commercialism of Cugat and Lombardo?"

Is it possible that these two orchestras have remained in the upper brackets because they were dull? Or stupid? The Lombardo and Cugat outfits stay in the larger cities in one establishment for long engagements while the "Herman-Herd" travels from city to city making one-night stands to keep from starving!

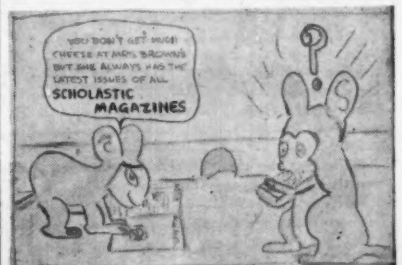
If Mr. Williams would like to discuss this further, he may write to me — P. O. No. 25, West Palm Beach, Fla.

Jim Anderson
Palm Beach (Fla.) High School

The first week in September, I attended the Students Federalists Convention in Chicago. The motto of Student Federalists is: "World Government in Our Time." There was so much enthusiasm for world government at the convention that I was startled to come home and find some of the kids in my class hadn't even heard of the Federalists.

The S. F. program marks the first time the high school and college students of our country have organized on a national scale to work for their convictions.

I'd like to see your magazine run a series of articles on Federalist activities.
Martin B. Sherwood, Evanston, Ill.



Contributed by Clyde Cook
Washington, D. C.

Everyone's a Salesman!

YOU'RE an experienced salesman, even if you've never touched a cash register. You ask a girl for a date. You're selling yourself! You attend a football game at another school. You're selling your school! You take out-of-town friends on a sight-seeing tour. You're selling your town! You type neat, carefully set-up letters for your part-time job. You're selling your company!

You have daily dozens of opportunities to persuade people to "buy" your product. Whether you're behind a counter or not, you're learning the elements of *good customer relations* — at school and at home.

How?



Take this ten-question quiz and you'll see!

Do you:

1. Remember names — and use them?

When your teacher asks if you've completed your assignment, do you answer "Uh-huh" or "Yes, Miss Gahagen"? Or, if your customer told you her name and address, "Mrs. J. C. Hepplewaite, 32 Lenox Drive," would you say "Thank you, Mrs. Hepplewaite" as she was leaving?

2. Try to be helpful at all times?

Are you on the alert to offer "first aid" to bewildered strangers in the school corridors? Would you reassure a waiting customer that "I'll be with you soon," before you finish with your present customer?

3. Listen carefully?

Do you give your mind a chance to absorb *all* the angles of Mr. Crawfish's question before you try to answer?

Could you listen attentively, even during a rush hour, to a customer's explanation of why she wants a particular kind of frying pan?

4. Add a courteous explanation when you must say "No"?

Do you take the time and trouble to tell your kid sister *why* she shouldn't use your sweater as a dust rag? Could you explain clearly to a customer just *why* the store can't deliver her packages "within the next hour"?

5. Politely request (not order) a customer to do something?

Do you make Dad fume by telling him, "I *have* to have the car tonight" or do you ask, "May I have the car, if no one else is using it?" Would you say to a customer, "Sign here!" or "Will you please sign this receipt?"

6. Direct a serious complaint to the right authority?

Would you report to the principal a serious accusation of stealing made against someone in your school? Would you refer a customer to the store manager if she complained that her purchase had gone astray in delivery?

7. Treat all customers with respect?

Does the school janitor, as well as the principal, get a smile and a hello from you? Would dowdy Mrs. Schrank get as much attention from you as the smartly-dressed Mrs. De Voto?

8. Believe that "you can win an argument and lose the customer"?

To keep peace in the family, could you steer a heated discussion into calmer waters, even though you knew you



By Mary A. Ralston
and Lee Learner



were right? If the customer's objections to some merchandise were unjustified, could you hold your tongue and not argue with her?

9. Give directions clearly?

When a new classmate asks you for directions to the library, does he walk away with an assured step or does he wander off looking puzzled? Would you tell an inquiring customer that Men's Shirts are "right down there" or "3rd aisle down on your left"?

10. Wear your best set of manners every day?

Do you get a kick out of being friendly and having people warm up to you immediately? Would you consider it a part of your job to greet customers with a smile and leave them with a "Thank you"?

Counterattack

And that's only the beginning. There are many other situations where common sense and courtesy will help you to *sell yourself*. You'll meet them as you get down to cases and start selling your product.

Case Number One finds you behind the leather-goods counter. The gentleman before you is wearing a shabby

overcoat and a lost look. You take it from there:

YOU: Good morning. May I help you?

CUSTOMER: Why - uh - I'm looking for a wallet.

YOU: Yes, sir. Do you prefer any particular style or color?

CUSTOMER: Mmmm - no - just so it has a lot of compartments.

YOU: Perhaps you'd like this one. It has a section for memos and a hidden compartment for large bills and valuable papers. Or perhaps you'd prefer this. It's smaller, but just as practical.

CUSTOMER: I think the first one will do. But what are the prices on each of them?

YOU: This is \$6.04 including tax; the smaller style is \$3.62.

CUSTOMER: All right, I'll take the first one. But I'd like it in brown, instead of black.

YOU: Of course . . . here it is in brown.

CUSTOMER: Fine. Don't bother to wrap it. Here's your money.

YOU (*making out sales slip*): Six-four out of \$10 . . . here's your change and your receipt. Thank you.

Now let's see why you made "a good sale."

(1) Despite the customer's shabby appearance, you treated him respectfully and politely. You gave him a choice of price-range, and your approach paid dividends. He bought the more expensive wallet.

(2) You put the accent on your customer, saying "Do *you* like this one?" - not, "I think *you'll* like this one." You pointed out the merits of each wallet and let him make his own decision.

(3) You sensibly made an attempt to find out first exactly what the customer wanted. And you responded amiably, not angrily, when he asked for another color, although he had stated no color preference when you first asked him about it.



"Difficult" customers become docile customers if you handle them with care. Don't wage an undeclared war against them! Instead, use tact. It's your most powerful weapon of goodwill.

Easy Does It

Resist the temptation to be brutally frank. Carry on with the reply tactful, like this:

THE CUSTOMER: An elderly gentleman who brusquely demands "colored shirts with detachable white collars."

YOUR PROBLEM: You know that such shirts are out of style and out of stock.

THE TEMPTATION: To say, "Oh, those are old-fashioned. So few people buy them that we'd lose money if we kept them in stock."

THE REPLY TACTFUL: "I'm sorry, sir, we haven't been able to buy those recently. May I show you something else?" Or, if you think the store might be able to put through a special order, offer to make the attempt.

Or this:

THE CUSTOMER: A stout, blonde lady who has insisted on struggling into a bright red, "junior miss" dress.

YOUR PROBLEM: You know that she'll return the dress tomorrow, after her husband has told her how unbecoming it is.

THE TEMPTATION: To say, "Now really - that dress is too youthful, too showy and too tight for you!"

THE REPLY TACTFUL: "We have a new shipment of dresses which isn't on the floor yet. I'll be glad to go through them and see if there's something else you might like even better." And, when you return with something more suitable: "This blue dress has excellent lines - and the color matches your eyes."

Or this:

THE CUSTOMER: A bristling young woman confronts you with: "That salesman over there had the nerve to talk back to me!"

YOUR PROBLEM: You know "that salesman over there" has a headache. You overheard the conversation; the customer was so rude that you can't blame him for being short-tempered with her.

THE TEMPTATION: "Well, I know that Mr. Gleason has a headache and you antagonized him."

THE REPLY TACTFUL: "I'm sorry you were inconvenienced. But I'll be glad to help you."

Your job is to offer assistance, not excuses!

(Naturally, customers with legitimate complaints about merchandise or service should be referred to the manager, the floor-walker, or the complaint department. Give the directions distinctly. If you can leave your post, take the customer to the proper authority.)



Consumers expect salespeople to be familiar with the goods they sell. Be prepared to cope with any and all questions. If you don't know the answers, don't make rash promises. Instead, make sure - consult the manager, the buyer, or a more experienced salesperson.

Boosting Your Stock

Remember their answers for future reference. Examine your stock. Read the labels. Do you know which blouses can be laundered and which must be cleaned? Which paint is best for porch furniture? Could you give clear instructions for using the pressure cookers, cameras, or mechanical toys you're selling? Do you know whether a fluorescent lamp gives the best light for studying? Do you know why? Could you explain it in down-to-earth, non-technical terms? Obviously your customer would still be in the dark if you were to tell him that "the fluorescing substance takes in electromagnetic radiation, emits it in longer wave-length."

English on the Job

"But definitely," "Oh sure," "You bet," and "Super!" are out of place when you're on the job. Even if your customer is a slang-o-phile, he'll understand better English when he hears it. Be sure that he hears it from you!

Tone up your vocabulary with grown-up words. A suit is *well-tailored*, not *adorable*. A leather bag is of *excellent quality*, not *a terrific buy*. A book is *entertaining*, not *screamingly funny*. A fountain pen is *well-designed*, not *smooth*.

What you say and how you say it can make or break a sale. Your sales-talk can convince or confuse, pacify or petrify a customer. Which will it be?

(This article was planned by Mary A. Ralston, an experienced personnel director, and written by Lee Learner.)

The Boss' Boy Friday

LEWIS BOOTH, 17-year-old high school junior, knows how to get along with bosses. Lewis is an executive aide for the officers of the world's largest department store — Macy's in New York City.

At present Lewis is the only boy among Macy's four executive aides. In his job he carries messages between Mr. Jack I. Straus, the president of Macy's, and the vice presidents. He takes notes from the executive offices to other offices in the store. Lewis also makes frequent trips to New York's financial district, carrying checks and letters that must be delivered by hand.

The first qualification for an executive aide, Lewis says, is "to know how to walk!" Lewis lives in New York City. "I thought I knew the city fairly well," he laughed, "but I certainly have learned about places I didn't know existed."

"As an executive aide, I'm also getting experience meeting people," Lewis added. "I've even learned how to meet presidents and vice presidents without feeling uneasy! And I've had varied experiences, too. When the shoe department needed some sales clerks, I sold ladies' shoes. Then I sold records for a while."

Last summer Lewis worked on a farm, but this year he decided that he wanted a job in the city.

To get the job of executive aide, Lewis applied to the employment office of Macy's. He talked for a few minutes to one of the personnel interviewers who decided that he was the sort of person Macy's likes to employ. Then, since every employee will handle money

(if only in getting postage stamps for packages), Lewis had to take a test in arithmetic. Next, he took a general intelligence test. Finally, he was given a speed and accuracy test to determine how efficiently he could follow detailed directions.

"The job of an executive aide is something more than a straight messenger job," Miss Dorothea Higgons, assistant employment manager, explained. "Since an executive aide works in the executive offices, good English is even more important than usual." Miss Higgons suggested that Lewis is a good example. "He's friendly and he speaks courteously and correctly."

Lewis' predecessor was Ken Battersby. Ken, at 19, has been promoted to the proof room. He has already graduated from high school, worked in a record store, and been in the Navy. Ken is on his way toward advertising work for Macy's.

Macy's policy is to promote its own employees when a good job breaks rather than hire new people. "We have a *Better Job Bureau*," Miss Higgons explained. "Every six months, supervisors of the departments rate everyone working under them. They recommend promising employees, such as Ken, for promotion."

"That is why," she continued, "it is so important to offer high qualifications when applying for any job. We could hire stock boys or packing-boys who don't speak good English. But we want people here who will work up in the company. Anyone who doesn't speak well has little chance of promotion."

"During the past few years" — Miss



Lewis Booth, aide to Macy's boss.

Higgons spoke from experience — "young people have assumed that jobs were so easy to get they could do what they were told to do and nothing more. It is the *plus* you put into a job that gets promotions!"

Miss Higgons didn't hesitate to state other qualifications an employer looks for. "Good grooming is essential. Sloppy shirts and dirty saddle shoes are out. The casualness of some young folks today doesn't sell them to us."

"Also, tell high school students this for me: the notion of 'anything to get the job' doesn't work. Anyone who gives his wrong age has one strike against him from the start. There is a reason for this. A company with two employees under 18 who have no 'work papers' is subject to a fine of \$500. We can always check on ages."

As Miss Higgons said goodbye, she added, "It should be a challenge to high school students today to equip themselves for jobs rather than expect to have the jobs handed to them."

— MAC CULLEN

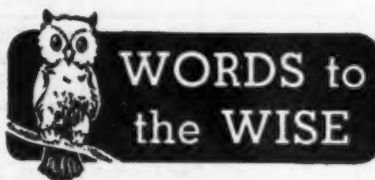
IF YOU'RE serious about building a better vocabulary, you'll need good tools. Your most important tool will be a good dictionary.

So get yourself a dictionary — and a good one. Don't waste your money on those vest-pocket editions — price, ten cents. They're a dime's worth, but that's all. If you think your future vocabulary isn't worth more than a dime, well — but you understand, don't you?

Which dictionary is the best? That's a little tough, but you won't go wrong if you purchase any of the following:

Webster-Merriam
Funk and Wagnalls
Winston

If you can swing an *unabridged* dictionary (that's the jumbo kind that you can't tote around with you), by all means *do so*. But, for your purposes right now,



any *abridged* (shortened) version will do.

We prefer the *Webster-Merriam Collegiate* for fellows and girls like you. It contains just about all that you need in a dictionary and it's perfect for size.

Don't get us wrong now! There is nothing like the *unabridged*. It's a mine of useful information about words and other things. But you want a dictionary that you can carry around with you comfortably and one that you can pick up without pulling a ligament!

Here's what you can expect your dic-

tionary to do for you. The dime kind will do a very few of these things. The *abridged* will give you most of the following information about words:

1. Spelling
2. Pronunciation
3. Meaning
4. Derivation
5. Part of speech
6. Synonyms and antonyms
7. Levels of usage

In addition, it will contain the following:

1. Biographical information
2. New words
3. Foreign words and phrases
4. Mythological characters
5. Common abbreviations
6. Rules for punctuation

So, save your pennies and buy yourself that dictionary. You'll get your money's worth.

Putting the B on Budget

WHETHER or not you work for your money, you can make money work for you — by budgeting.

A budget doesn't give you a "pain in the pocketbook." On the contrary, it gives you an idea of how to get the most for your money. With a budget, you know where your dimes and dollars are heading. No more mysterious leaks in your wallet. No more last-minute borrowing. No more seventh hour breaking of dates, due to a financial crisis!

Here's a brief outline of how you can put the B on Budget!

1. **Keeping Accounts:** For each month, keep a detailed listing of how your money comes in and goes out.

2. **Checking Yourself:** Compare your account-sheet with other budgets, to see how wisely you spent your money.

3. **Planning Ahead:** On the basis of your account-sheet, decide how you're going to earn, spend and save for the next few months.

4. **Putting Your Budget to Work**

Now let's examine each step carefully:

Keeping Accounts

Make daily entries, for a month, on an account-sheet similar to the one on this page. Label *income* entries carefully. Then you'll know where the money came from and whether you can count on receiving it regularly. Your part-time sales work will continue to bring in a weekly check. But those baby-sitting (and car-washing) jobs may not always be as plentiful as they were this month. And your birthday-gift money was certainly a windfall that won't be repeated.

If necessary, revise the sub-heads under *expenditures* to fit your own case. No expense is too small to be included! By accounting for every nickel and dime, you'll know your average monthly expense for each category. Perhaps your *recreation* money will go into books and supplies for your hobby, photography, while Patty Blair's will be spent for movies and piano lessons. If you're particularly hard on shoes, you'll find that shoe repairs take up a large part of your clothing allotment, but 4'5" Ann Stern has to count on a goodly sum for clothing alterations.

Is your *savings* column woefully blank? There's a remedy. More of that later, when you actually get down to plotting your budget.

At the end of the month, compare

your account sheet with other budgets: your family's or those prepared by banks and consumer groups. Ask your parents to study your ledger and tell you whether it checks, percentage-wise, with their income and outlay.

Don't make the mistake of shaping your budget to fit exactly the "15 per cent for savings" and "10 per cent for recreation" which some experts suggest. Your budget should be tailor-made to your needs.

But comparing it with others may show that you're cheating yourself of something you can afford, with better planning. You may discover that you've been unnecessarily extravagant with gifts or school supplies, and miserly on recreation. Perhaps you buy so many cosmetics that you scrimp on lunches.

Planning Ahead

Your proposed budget can be mapped out on the same type of account-sheet used for last month's record.

Since your expenses will vary from time to time, be accurate by using a separate schedule for each of the next few months.

Income is the stuff of which a budget is made, so start by estimating how much money will be coming in. Then fill in your probable expenditures, using the past month's account as a guide. (In general, it's most sensible to underestimate your possible income and to overestimate probable expenses.)

Now for the *savings* column, the main point of your budget! Take an inventory of what you own. Judge what you'll need and make a list of special occasions on the horizon. Will you have to buy a new pair of slacks? A larger stamp album? Do you want to go to Chicago during Christmas vacation to visit your cousin? Are you planning to take Flora Duncan to the Thanksgiving Dance?

How much will each item cost? When will you need it? And how long will it take to save the money?

With those questions and answers in mind, chart your *savings* course. Consider your expenses in relation to each other, and to the entire budget. Can you afford the stamp album? Do you want it enough to whittle down your *recreation* fund? If you earmark 75c of your weekly *savings* for the Thanksgiving Dance, will you have cash on hand for the ticket and a corsage? Would you be willing to sell magazine subscriptions or Christmas cards so you can make the trip to Chicago?

Plan in advance, so that you'll never drain your savings account completely dry. If you have to save \$1.25 a week to buy those slacks when you want them, plan to put away at least \$1.50. That will leave you a nest-egg after you make your purchase. When you make a deposit, enter the amount in the *savings* column and, under *goal*, note the purpose of your savings.

Incidentally, if the idea of a savings account on your meagre income startles you, here are a few points that may help you absorb the shock: (1) Money in a bureau drawer takes up space. Money in the bank earns interest. (2) If, on January 1st, you start putting one thin dime-a-day into a Christmas

(Concluded on page 11)

DATE	INCOME		EXPENDITURES							SAVINGS	
	SOURCE	A.M.T.	ITEM	FOOD	CLOTHES TOILET ARTICLES	SCHOOL COSTS	RECRE- ATION	CONTRIB- & GIFTS	CAR- FARE	GOAL	A.M.T.
1			lunch	.24							
1			note paper			.10					
1			to & from school						.10		
1			tooth paste		.15						
1	Baby sitting	1.25	sub. to school paper			.75					
2			shoemaker		.30						
2	gift from Aunt Jane	5.00	lunch downtown	.45						bor. suit	5.00
2	Saturday job	2.50									
2			records				.80				
2			movie				.60				
3			church					.35			



BEHIND

THE BY-LINE

DID you ever want to "tell the world" about something?

Perhaps you'd like to stand up and shout: "Central beat the socks off of East High in today's ball game! Let me tell you *how* we did it!"

Instead of shouting, you might choose another method of "telling the world" — or a part of it. You might write an article about the ball game and send it to your city newspaper. If the article is good, it might be published with your name below the title — *By Pete Glidewell*. That would be your *by-line*.

Perhaps the editor would ask you to write a series of articles — one, two or three each week — to be published in the paper. Each time your articles appeared they would have your *by-line* and the same headline, *Just for Sports*. Then you would be a sports columnist!

Anyone who "has the goods" to write a series of articles which a newspaper (or newspapers) want to buy can be a columnist. And there are columnists for almost any news subject that you can think of. Some write on sports, others on aviation, books, movies, radio, food, fashions, politics, labor, etc. There are columnists who write on local, state, national and international news events. Nineteen-year-old Jody Howison writes a column especially for teen-agers in the *Cincinnati Post*.

Newspaper Syndicates

Many columnists have no contact with the newspapers that print their columns. Instead of writing for a particular paper, they sell their columns to a newspaper syndicate. A syndicate serves as a middle man between the writers and the newspapers. It does not print a newspaper itself. The syndicate is a business organization which buys feature articles, columns, comic strips, etc. from writers and cartoonists and then sells them to newspapers. In this way columnists write for many papers rather than for one. People who take the *Times Herald* in Dallas, Texas and those who subscribe to the *Sentinel* in Milwaukee, Wisconsin can read the same column by Walter Winchell. *King Features Syndicate* sells Winchell's columns to both of these papers and to

about 170 other papers over the country. By selling the same columns to a large number of papers the syndicates make it possible for small-town newspapers to buy the columns of well-known writers at small cost. The sales by syndicates also permit a columnist to make a great deal more money than he could by writing for only one paper.

A Style "All Their Own"

Many columnists try to write in a style "all their own." Walter Winchell's gossip column is written in "slanguage," which is called Winchelllese. He picks up some of it from Broadway; the rest, he makes up. For "legs" Walter Winchell usually writes "shafts." His "moompitcher" means "moving picture."

The most widely syndicated sports column in this country is "Setting the Pace" by Grantland Rice. Famous for his comments on personalities behind the sports news, Rice is often called a "gee whiz" writer. He makes his writing dramatic by calling football players "titans" and by referring to a baseball field as a "battlefield."

Westbrook Pegler is known as the "hardest hitter" among the columnists. He lambasts with words and his columns are usually "agin'" something. One of his favorite targets has been labor union leaders.

In many cases columnists write to help us understand the news we read. Such interpretative columns are becoming more and more popular with newspaper readers. For most of us, lacking background information about the nation and international news of the day, piecing together the bits of news we read in the papers is as complicated as working a Chinese puzzle. Columnists, such as Walter Lippman and Dorothy Thompson, often help us solve the puzzle.

Good writers of interpretative columns must be sure of the facts they use to explain news events. They must know history. They must do their best to glean all the facts in a case before they draw conclusions.

Some newspapers do not "go for" columnists. Editor Erwin Dain ("Spike") Canham of the *Christian*

Science Monitor, one of the most highly respected newspapers in the country, recently raised the question of the lack of responsibility shown by most newspapers for the columns they print. Editor Canham objected to the "malicious gossip, revenge, or character assassination in some columns." He does not believe that a newspaper should feed its readers gossip and the half-truths which some columnists write.

What Is a Good Column?

We expect a columnist to be sincere in the opinions he expresses. We expect him to know what he's talking about. The columns that a newspaper prints reflect upon the standards of the paper. Some papers print only those political columns which agree with their own editorial beliefs. The readers of such papers are the losers. They read only one side of every issue. On the other hand, we often read two columns of opposing opinions printed in the same newspaper. This is the way a newspaper covers both sides of a question.

How to Read a Column

The good thing about columns is that they are part of a democracy. In them writers may say whatever they want to say. The danger of columns is that some readers believe everything they read. Don't swallow a column — or anything else you read!

Look first for facts. Opinions without facts, as reasons, are no help. We know already that for every person with an opinion there is another with an opposite opinion. Columnists tell us what they think about things and why. The "why" is important. One sign of an intelligent person is that he knows why he thinks as he thinks. It is the facts that columnists gather to back their opinions and not the opinions themselves that should persuade us.

Remember that a column is one man's opinion. Columnists make the most of democracy in writing what they think. We, as citizens, can make the most of democracy by reading many different opinions — getting viewpoints on both sides of any questions — before we make up our own minds.

This is the third of a series of articles based, in part, on *How to Read a Newspaper* by Edgar Dale, copyright 1941 by Scott, Foresman and Co.



How many S's in:

- di (?) illusioned di (?) sent
di (?) interested di (?) service
di (?) loyal di (?) similar

Don't get flustered! Don't reach for the smelling salts! Just remember the rule about prefixes. It's simple arithmetic: *prefix plus word = new word*.

Now for a few more prefixes: *il, un, im*. The same rule applies.

Il

- il* + legal = illegal
il + legible = illegible
il + legitimate = illegitimate
il + licit = illicit

Un

- un* + natural = unnatural
un + necessary = unnecessary

Im

- im* + mature = immature
im + modest = immodest
im + moderate = immoderate

Now keep these few prefixes in mind, and you'll have at least one magic charm to keep Old Man Spelling Demon away from your door.

Next time we'll take up some of the more common *suffixes*. These are tacked on to the *ends* of words.

How's Your Speller This Week?

In each of the following groups of words, only *one* is misspelled:

1. receipt, convenient, sufficient literature.
2. clothes, cooperation, grateful, based.
3. community, curtesy, sense, excellent.
4. personally, cancel, dissapointed, satisfactorily.
5. necessary, sincerely, probably, original.

The following words were misspelled in the spelling quiz. What was your score?

1. sufficient (watch that ie)
2. grateful (the e misplaced)
3. courtesy (the o omitted)
4. disappointed (one s two p's)
5. sincerely (one e missing)

And We Quote. . .

Salesmanship is selling goods that won't come back to people who will come back.—Wingfoot Clan

Experience is the name everyone gives to his mistakes.—Oscar Wilde

so unlucky
that he runs into accidents
which started to happen
to somebody else.—Don Marquis

Don't give up. When you come to the end of your rope, tie a knot in it and hang on.—Louis B. Mayer.

Army 20 13 13 13—59
Irish 0 OH OOH OW—00
—Headline, Boston Sunday Advertiser, following Army-Notre Dame football game.

It is not so much where we stand, as in what direction we are going.—Oliver Wendell Holmes.

★ ★ ★

Have you been on the look-out for quotable quotes? Send them to "And We Quote" Editor, Scholastic Magazines, 220 East 42nd Street, New York 17, N. Y.

LEARN—

To Think Straight

BUT how do you know it's the right bus?" Tom asked.

"Because I've taken it before," Jack laughed. "All 'he busses that go to the ball park are green. Come on!"

They boarded the bus but, a minute later, Tom nudged Jack. "We're going the wrong way. Hey, Jack, pile off!"

What was wrong? Jack had lacked one necessary bit of information and he hadn't been thinking straight.

This is incorrect, *illogical* thinking.

- a. All busses to the ball park are green.
- b. This bus is green,
- c. Therefore, this is the bus to the ball park.

Jack was trying to pick his bus by knowing its color *only* and he made the mistake of assuming that, because *all busses that go to the ball park are green, all green busses go to the ball park*.

This is a good example of incorrect, *illogical* thinking.

You've probably guessed the necessary bit of information that Jack lacked. He had to know—either by seeing a sign on the bus or by asking the bus driver—that *this* bus went to the ball park. Then the a-b-c process of logical thinking would have worked—but only to prove the color of the ball park bus—this way:

- a. All busses to the ball park are green.
- b. This is the bus to the ball park.
- c. Therefore, it is green.

Try your hand—and head, at proving statements by a-b-c logic.

ARE YOU . . . ? ?



. . . A SQUEEZER?

The bus is filled to overflowing With folks who chant, "Hey, let's get going!" But Basil squeezes through the door— There's always room for just one more!



. . . A TRIP-DRIP

Mortimer's legs are lean and long, His hide is thick, his toes are strong. His limbs he stretches in the aisle, And greets your stumbling with a smile.



. . . A MESSER-UPPER

This duo's a Demolition Squad! Kate scatters paper by the yard . . . Wilbur carves his name on seats . . . And also attempts artistic feats.



EVERY telegraphic message isn't a telegram. There are also day letters and night letters to be reckoned with. Which service will you use? That depends on how long and how urgent the message is.

Must you send a last-minute cancellation of a debate scheduled with a rival school?

A ten-word *straight telegram*, which is the fastest service, will fill the bill. Remember, though, that the telegram is also the most expensive service—with an extra charge for every word over the ten-word limit.

What if the cancellation requires a detailed explanation?

Use a *day letter*. This service is slower than a telegram (usually two or three hours for delivery), but less expensive. Fifty-word day letters cost only 50 per cent more than ten-word telegrams. If you were sending your day letter from Geneva, N. Y. to New York City, it would cost 70c (plus the 20 per cent Federal tax). The charge for the telegram would have been 47c, plus tax.

But suppose the matter is less pressing? The debate may be several weeks off. Economize by sending a *night letter*. It may be filed up to 2 a.m., and will be delivered the next morning. A Geneva-New York City night letter of twenty-five words would cost only 33c, plus tax. Additional words are charged for in groups of five.

Still another service, used in business, is the *serial message*. You may know that your boss' morning wire to Repple and Company is only the first of a number of messages he will send them during the day. Save money by requesting the serial rate. All of that day's wires to Repple and Company will be counted as one long message, which will cost less than individual telegrams.

Telegram blanks include a box headed "Class of Service Desired." Indicate which you want by checking *Telegram*, *Day Letter*, *Serial*, or *Night Letter*. Also indicate whether the wire is being sent *Paid*, *Collect*, or *Charged*.

When you charge messages, you receive a monthly bill from the telegraph company; or, if you phore your message to the telegraph office, the monthly total appears on your telephone bill.

Changes are often made in rates, services, and methods of counting words. Keep posted by checking with the telegraph company every week.

The B on Budget (Concluded)

Savings Fund, you'll have over \$35 next Christmas. (3) It's cheaper to save on your own than to buy on an installment plan where you must pay the store to keep accounts for you.

Putting Your Budget to Work

Once you've charted your budget, don't file it—follow it. And continue to make day-by-day entries on an account-sheet. At the end of each month, compare your actual *income*, *expenditures* and *savings* with your original plan for that month. The extent to which they will tally will show how well your budget is working.

Yes, of course, emergencies arise. You rise to meet them by fitting them into your budget, not by chucking the budget itself.

You need \$2.78 immediately to replace the worn-out tire on your bike? Well, take \$1.40 from your surplus savings in the bank (remember?) . . . then commandeer the 50c you were going to spend on cokes this week . . . and the 45c for Friday night's movie . . . and if you want to borrow 50c from next week's carfare, you can make it up by putting your investment to work and biking to and from school.

That's how you make a budget tick. When necessary, revise it—intelligently and within the limits of your income. Sensible spur-of-the-moment planning is as important as pre-planning, if you're going to make your money work for you.

Why So Pale and Wan?

Why so pale and wan, fond lover?

Prithee, why so pale?

Will, when looking well can't move her,

Looking ill prevail?

Prithee, why so pale?

Why so dull and mute, young sinner?

Prithee, why so mute?

Will, when speaking well can't win her,

Saying nothing do 't?

Prithee, why so mute?

Quit, quit for shame! This will not move;

This cannot take her.

If of herself she will not love,

Nothing can make her:

The devil take her!

Sir John Suckling



HOW'S THAT AGAIN?

by SLIM SYNTAX

My brother has a mother-in-law. Suppose he had two. What would you say? Suppose both had cars, how would you write it?

J. M.

Texarkana, Texas

Offhand, I would say your brother is a bigamist. For any man who has two mothers-in-law must have two wives. And that's bigamy!

But now, let's get down to the formation of the plurals of hyphenated words like mother-in-law. The rule: Place the plural on the *principal* part of the compound. Thus:

Singular
brother-in-law
aide-de-camp
mother-in-law
court-martial
editor-in-chief
maid-of-honor

Plural
brothers-in-law
aides-de-camp
mothers-in-law
courts-martial
editors-in-chief
maids-of-honor

If both of your brother's *mothers-in-law* had cars, you would say: His *mothers-in-law's* cars.

What is the meaning of *Labor omnia vincit*? Where can I find the meaning of such statements?

S. R.

Cicero, Illinois

This is from the Latin, and it means *Labor conquers all things*. It is the motto of the State of Oklahoma. Most unabridged dictionaries contain a section on foreign words and phrases. So does the Webster Collegiate. If you can't find what you are looking for there, consult the reference section in your library where you are certain to find one of the many books that give the meaning of these foreign expressions.

I often see these on the envelope of letters we get: c/o. Can you tell me what it means?

A. H. M.

Norfolk, Virginia

C/o means *in care of*. The letters you have seen with this symbol on them were addressed to someone who is living with your family and is having his mail addressed to him *in care of* your family.

Is this correct: "Has either of you three fellows seen Frank Sinatra?"
B.S.T., Bad Axe, Mich.

No. Either refers to one of *two* people. "Has any of you three fellows . . ."



QUESTIONS AND QUIZZES TO SEE IF YOU'RE "WHIZZES!"

EVERYONE'S A SALESMAN!

Your sales-manners rate an A+ if you can choose the correct solution to each of these problems:

1. Mrs. Smith wants to return a dress which has shrunk in washing. You:
 - a. Ask her to take up the matter with the manager.
 - b. Remind her that the store did not guarantee the dress against shrinkage.
 - c. Point out that she might have washed the dress improperly.
2. You want to be tactful and truthful in convincing a customer that Blanket A is a better buy than Blanket B. You say:
 - a. "The manufacturer of Blanket A is much more reliable."
 - b. "The wool in Blanket B is no good."
 - c. "Blanket A is 100 per cent pure wool, and Blanket B is half-wool, half rayon."
3. Your customer says, "I'd like to see a pocketbook." You reply:
 - a. "We just received a shipment of lovely suede ones from Paris."
 - b. "What color, please? And do you prefer any particular style?"
 - c. "How about the blue one in the showcase?"

4. A very flat-footed lady asks to see a pair of high-heeled shoes which you know will hurt her feet, so you:

- a. Explain carefully why she shouldn't wear high heels.
- b. Tell her you have no high heels in her size, but offer to show her something else.
- c. Bring out the high heels she asked for, as well as a smart-looking pair with lower heels.

5. During rush hour, you greet a customer whose first words are: "Do you know that I've been waiting fifteen minutes?" You answer:

- a. "I'm sorry you had to wait. May I help you?"
- b. "Yes, it's awful that we don't have more salespeople."
- c. "Well, I certainly can't be expected to handle this whole counter by myself."

6. Your customer can't decide whether to buy the blue shirt or the tan one. When he asks your opinion, you say:

- a. "I like the blue one better."
- b. "The blue - but definitely!"
- c. "The blue one. It matches your suit."

7. Your customer asks for a washing-machine that's temporarily out of stock. You tell her:

- a. "We don't have that model."

- b. "I'm sorry it's out of stock right now, but we will have some later."
- c. "Why don't you try to order it directly from the manufacturer?"

BEHIND THE BY-LINE

We'll start you off with the hint that all of these statements are *false*. It's up to you to discover what's wrong with each of them.

1. Anyone can be a columnist.
2. A syndicated columnist writes different material for each paper that carries his column.
3. Walter Winchell and Grantland Rice write "behind-the-scenes" political columns.
4. Good writers of interpretative columns do not need to know history.
5. No newspaper ever prints a political column which disagrees with the paper's editorial beliefs.
6. Columnists are experienced writers, and it is unfair for a newspaper reader to question anything they write.

WORD-BUILDING

How many words can you build by joining these prefixes and suffixes with the root *port*? First, try your hand with the prefixes (on the left side of the circle) and the root. Then tack on the suffixes. We got *twelve* on the first try. No fair coining words not approved by Mr. Webster!



WHEN it comes to turning away wrath, a logical explanation is as helpful as a gentle answer. Will you be able to handle the terms of your trade as skillfully as this radio salesman? Then you'll have little difficulty handling disgruntled customers like Mr. Dipple:

MR. DIPPLE: Last week you sold me a radio, like the table model here. And this week I'd sell it for half price! Buzz, buzz - grrr! Nothing comes in clearly except the local stations.

CLERK: That's odd, Mr. Dipple, because this radio has five tubes - enough for good reception. And the large loud-speaker should give good tone.

MR. DIPPLE: Well, it hasn't given me anything but static and buzzing noises.

CLERK: H-m-m-m. As I remember,

you told me your house was equipped with AC. It's possible that an AC hum is interfering with your reception.

MR. DIPPLE: Would it help if I attached one of those filter gadgets?

CLERK: That's not necessary, because your set has a built-in filter. But an aerial would help the reception. Fasten your aerial wire to this small blue wire at the back of the radio; and drop the other end out the window. . . . Another possibility is that you haven't found the best *directional location* for your set.

MR. DIPPLE: How do I find it?

CLERK: Experiment with your set by placing it in various parts of the room, and turning it in different directions. You'll find one location that gives a clearer tone.

MR. DIPPLE: By George, sounds plausible. Thanks. I'll try your suggestions.

CLERK: Glad to be of assistance, Mr. Dipple. And if you're not satisfied, we'll send a repairman to service your set.

* * *

reception - the receiving of electrical impulses which travel through space. "Good reception" is a trade term indi-

cating that the set receives the impulses clearly, and transmits them sharply.

aerial - an antenna, or wire, suspended in air, that receives radio waves from space, and conducts them to the set.

tube - a vacuum tube through which the signal passes, converting radio waves into the voices and music heard through the loud-speaker. The more tubes, the better the reception.

filter - apparatus that strains and clears the sound coming into the set.

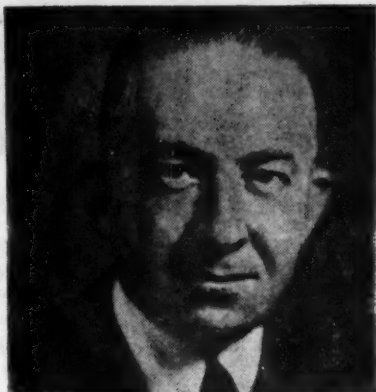
loud-speaker - amplifying device which enlarges the sound.

AC - alternating current - an electric current that reverses its direction at regular intervals, as opposed to DC - direct current - which flows in one direction continuously. Most homes have AC.

AC hum - shrill buzz sometimes picked up by AC.

static - crackling noise interfering with reception.

directional location - a trade term referring to the proper angle and location of the radio for best reception



U. S. Dept. of Interior

Ernest H. Gruening

Most newspaper reporters cherish a fond dream or two. But few, if any, imagine they will end up as governor of Alaska.

That's what happened to the Honorable Ernest H. Gruening, who spent 20 years in newspaper city rooms in Boston, New York City, and Portland, Maine. Appointed Governor of Alaska in 1939, he is now serving his second four-year term.

But this was not the first drastic change in Gruening's lifework. He was originally trained to be a surgeon. Within a year after he received his M.D. degree in 1912, he found that he would rather chase ambulances as a reporter than ride as an interne.

Gruening's interest in Alaska had its beginnings in the 1920s, when he wrote stinging articles about our "dollar diplomacy" in Latin American and in our own possessions. In 1933, President Roosevelt sent Gruening, then editor of *The Nation*, as adviser to the Inter-American Conference at Montevideo. It was there that the U. S. "Good Neighbor" policy got its official start. It was a policy that newspaper editor Gruening had been pushing for ten years. In 1934, he became director of the Interior Department's Division of Territories and Island Possessions.

The chunky, hearty Governor, now nearing 60, lives with his wife and two sons in Juneau, the territorial capital.

Always the crusader, Gruening's present mission is to sell the advantages and opportunities of Alaska to prospective settlers and postwar tourists. He especially wants World War II veterans. His advice is, "Go North, young man!" There are three white men to every white woman in Alaska. His advice, therefore, also applied to female pioneers who are hardy and adventurous enough to settle in Alaska—America's last frontier.



Viking Press

Elizabeth G. Vining

Japanese Crown Prince Akihito is going to know as much as you do about Ichabod Crane and the Headless Horseman and Rip Van Winkle's 20-year snooze. He will learn of them from his new tutor, Mrs. Elizabeth Vining.

Upon Emperor Hirohito's request for a mature American woman tutor, members of the U. S. Education Mission in Japan selected Mrs. Vining, who is a teacher, librarian and author of young people's books. She plans to tell the Prince the "stories every American school child knows." Akihito also has several male tutors.

Born, raised and educated in the Quaker surroundings of Germantown, Pennsylvania, Mrs. Vining will instruct her royal pupil in a "world without war and with nations working together for peace."

Mrs. Vining is a widow, and celebrates her forty-fourth birthday this week. In her writing, she uses her maiden name, Elizabeth Janet Gray. She was awarded the Newberry medal in 1943 for "the most distinguished contribution to American literature for children." Her prize-winning book was *Adam of the Road*, a novel of thirteenth century England. Several of her early successful essays and stories concern the tales she heard from her father, a Scotsman proud of his country.

According to an old friend, she has "a quick wit, a gay spirit, and infinite patience." She may need all of these in educating the 12-year-old who may be the next Emperor of Japan.



Press Association

Alcide de Gasperi

When Italy's prime minister, Alcide de Gasperi, addressed the Paris Peace Conference last month, he told the delegates, "I feel that everything . . . is against me." His impression was strengthened after he had finished his delivery of Italy's plea for softer peace terms. A handshake from James Byrnes, as the Italian passed our Secretary of State on the way out, was the sole friendly gesture de Gasperi received.

The lean, long-nosed Italian not only has the unenviable jobs of premier and foreign minister of a defeated enemy nation. He also controls a country seriously divided in its political allegiance. His party, the Christian Democrats, is the largest in Italy, but not large enough to overcome opposition from the powerful Italian Socialist and Communist parties. He has been prime minister since December, 1945.

An ardent mountain climber, the 65-year-old de Gasperi still bears scars on his face, which he received in a youthful battle with a maddened bird high in the Dolomite mountains. He was born in the northern border territory, which the Austrians call the South Tyrol and the Italians, Trentino. He has been jailed four times for his political activities. The Austrians nabbed him twice before World War I, when his home town was Austrian. After the war, Mussolini jailed him twice more.

A devout Catholic and a serious scholar, de Gasperi studied at the University of Vienna. After his final release from jail, he worked in the Vatican library. Even there he remained active, and organized a resistance group against fascism in 1939.

The premier speaks German, English and French as well as Italian. A tireless worker, de Gasperi is a sick man. After two crisis-packed weeks spent in trying to form his new government last December, he finally succeeded—and then fainted with exhaustion and fever.

WHO'S IN THE NEWS

THE MARCH OF

Palestine in the Balance

What Happened: A conference on Palestine — with no Palestinians present — opened in London earlier this month. It is boycotted by both Palestinian Arabs and Palestinian Jews. The former because the British refused to accept as the head of their delegation the Mufti of Jerusalem who had been one of Hitler's supporters during the war. The Jews are avoiding the Conference because Britain had turned down the Zionist plan for an "adequate" Jewish state in Palestine — a state which would have the right to control its own immigration policies.

Thus the Conference has narrowed down to a meeting between British officials and representatives of the independent Arab states. The basis for discussion is the British-sponsored plan to "federalize" Palestine, which is at present inhabited by 1,100,000 Arabs and 600,000 Jews. Under this British plan, the country would be divided into a Jewish region, an Arab region, and a Central Government region which would be controlled by the British.

This plan had been rejected by the Jews and by the Arabs. The Jews are

willing to accept "partition" — the division of Palestine into separate and independent Arab and Jewish states. The Palestinian Arabs are holding out for complete control of the Holy Land.

In the opening speech before the conference, Prime Minister Attlee declared that his government would not insist on the "federalization" project but would welcome new proposals. "Given a spirit of realism and understanding," he pleaded, "I am convinced that a solution can be found."

What's Behind It: Difficult as the conflict may be, the Jews have a good legal case. According to the Balfour Declaration — confirmed by the League of Nations mandate, with United States concurrence — the Allies in World War I had promised the Jews a "national home" in Palestine. This promise has not yet been fulfilled. The Arabs feel that their position — established by long occupation — can only be weakened by partition and an increase in Palestine's Jewish population.

Meanwhile tens of thousands of destitute Jews — survivors of the millions slaughtered by the Nazis — are languishing in detention camps while the doors to Palestine are barred to them.

Peace Speed-up in Paris

What Happened: With an eye on the clock, the delegates to the 21-power peace conference in Paris are speeding things up. They are apparently determined to wind up their deliberations before the opening of the General Assembly session in New York on October 23.

Checked off as "finished" are the political and territorial clauses of the treaties for Finland and Romania. Not so the case of the Italo-Yugoslav frontier. That is still a major stumbling block. The Yugoslav Foreign Minister, Edward Kardelj, indicated that his country would "fight" any territorial settlement which disregarded his government's demands.

Two defeated countries — Italy and Austria — stole the limelight from the Conference by announcing that they, by themselves, had reached an agreement to end the dispute over South Tyrol. The area will remain part of Italy but the Austrians residing there will be assured of virtual self-rule.

What's Behind It: After weeks of dillydallying, the Conference is at last getting down to business. *Voice from the Gallery:* And it's about time.

Monarchy Out in Bulgaria

What Happened: While nine-year-old King Simeon II of Bulgaria was playing games in the Palace garden in Sofia, his subjects voted to deprive him of his throne. Only 4.3 per cent of them expressed the desire to retain the monarchy — the rest cast their ballots for a republic. Result: The boy-king, minus crown, is now en route to Egypt to join in exile his grandfather, the deposed King Victor Emmanuel III of Italy.

Young Simeon became King three years ago when his father, Boris, died under mysterious circumstances. With him ends the reign of the House of Coburg, which had ruled Bulgaria since 1887.

What's Behind It: Few tears will be shed for the passing of the monarchy in Bulgaria. Her kings were among the most inept rulers in Europe. However, establishment of a republic holds little promise of democracy for the Bulgars, so long as their leaders continue to be influenced by Russia.



Press Assn.

In London to attend the Palestine conference, Prince Amir Faisal of Saudi Arabia shows the sights to his 7-year-old son, Prince Mahomed.

EVENTS

Sea Strike Hauls Anchor

What Happened: Sailors began to go down to the sea in ships again as the result of a White House move to end the greatest maritime strike in the nation's history.

For more than a week, every port on the Gulf, Atlantic, and Pacific coasts was tied up by the walkout of two AFL seamen's unions—the Seafarers International Union (SIU) and the Sailors Union of the Pacific (SUP). They had "hit the bricks" in protest against the Wage Stabilization Board's refusal to approve wage agreements that had been worked out with the shipowners through collective bargaining.

The agreement called for increases of \$22.50 per month for the members of the West Coast union (SUP) and \$27.50 per month for the East Coast union members (SIU). However, because most of America's shipping is still operated by the Maritime Commission of the Government, Wage Stabilization Board approval was needed.

The WSB refused to allow any increases above the \$17.50 per month raise that had been approved for members of the CIO National Maritime Union last June. When the Board upheld its decision after a new hearing, the Office of Economic Stabilization stepped in and amended the wage-stabilization regulations to permit the Maritime Commission to pay the wage scale agreed to by private industry.

The AFL seamen went back to their ships, but their places on the picket lines were immediately filled by CIO seamen who struck for equal pay with their rival union. Shipowners and the Maritime Commission were expected to agree to the additional CIO increases.

What's Behind It: To get thousands of ships moving in and out of America's harbors again, the Government had to get out of a tight corner. The strike was actually against the Government, since the sailors and shipowners were in agreement on what the wage increases should be. Washington hesitated to approve the agreement because of the fear that it would open the way for other unions to make new wage demands. President Truman contended, however, that the amendment which made possible the seamen's increases did not modify the stabilization policy.

Public Works Delayed

What Happened: Reconversion Director John R. Steelman prepared to sift through a fine screen the plans for \$1,600,000,000 worth of bridges, roads, canals, and other public works projects. Beginning October 1, in line with an order from President Truman to economize, Mr. Steelman's Office of War Mobilization and Reconversion must sift out nearly half the projects. Only those that rate "most urgent" will get the go-ahead sign.

Likely to be postponed until after next March, the end of the current budget period, are several projects in the South. The city of Savannah, Georgia, for instance, is worried that construction of the planned 34-foot ship channel to the mouth of the Savannah River will be delayed. The city had hoped to attract new industries to its area with the aid of these improved water transport facilities.

In the state of Georgia, Governor Ellis Arnall has not been able to push through the highway program he wanted to complete before he is succeeded by Eugene Talmadge next January. Georgia's legislature appropriated funds to build roads, provided these funds were matched by equal amounts of Federal money. If Mr. Steelman thinks that Georgia's roads can wait, Governor Arnall will not be able to get Federal or State funds, and the roads will not be built.

Street pavings, sewer improvements, new schools, and other projects to be paid for entirely by states, cities, and counties will not be affected, however. According to the Federal Works Agency, local government units have made plans of their own for 5,500 projects to cost \$1,350,000,000. They have requested the FWA to lend them funds to help plan 7,540 additional projects totaling \$2,757,136,599. At the beginning of the month, the FWA had already lent nearly half of the \$65,000,000 which Congress appropriated for this purpose.

The local governments must start paying back the planning funds to Uncle Sam as soon as construction begins on these projects. Blueprints have been made for 1,317 school expansions or new buildings to cost \$318,415,189. New airports, hospitals, courthouses, city halls, parks and other recreational facilities have also been planned.



Fire Dept. Efficiency Hits a New Low

What's Behind It: President Truman ordered the proposed public works program cut by \$9,000,000 as one step towards balancing the Federal budget by the end of March and heading off inflation. The postponement will also help to make sure that there is manpower and materials for such urgently needed projects as veterans' hospitals and housing. But those states, cities, and counties with large balances in their bank accounts, or who are able to get money from local banks and private citizens by selling bonds, can go ahead with their plans.

"Go West, Young Man"

What Happened: The people of the United States are on the move—from South to North and from East to West—the Census Bureau reported. Their statistics revealed that during the war, more than one-fifth of this country's 141,000 people moved away from home.

Some of these migrating Americans were the 12,000,000 men and women called for military service. But 15,000,000 civilians also left home. Some of these were women who left to be with their servicemen husbands. Others pushed out into other countries and states to take war jobs. This industrial migration will "continue into the indefinite future," predicted the Census Bureau.

What's Behind It: The industrial face of America is changing. Since 1899 the North has supplied four out of five factory jobs. But the war boom in aircraft and shipbuilding attracted two million people to the Pacific coast states. Most of them are staying, and still others are following to take jobs in the growing industrial West. The South, too, is developing new industries, but these are not yet sufficient to absorb the extremely high birthrate of the South.

Here and There

It Doesn't Make a Hit. As far as the Russians are concerned, baseball and other American sports shouldn't get to first base in Germany. At a meeting of the four-power Allied Government unit in Berlin, the Russians protested against an American sports program which has been started in the former capital of Nazi Germany.

The Russians claim that the program violates an Allied regulation against the introduction of "regimented" sports which might be regarded as semi-military training. Real reason for the Soviet objection, believes an American spokesman, is that baseball and football have become extremely popular with the Berliners. Perhaps the Russians should start a counter-offensive with a couple of first-string soccer teams.

Something about a Soldier. The Army Quartermaster Corps is calling on the public to help it design the colors and style of uniforms worn by our future GIs. Present plans call for something in blue. The QMC might get some ideas from looking back at some of the uniforms worn by GIs of the past.

Back in 1852, the American Dragoons wore pale blue pants with pink stripes. Real class was achieved in the Mexican War. Our privates wore helmets with spikes sticking out of them — and with hanks of wool in red, yellow or white coming out of the spikes. Colonels rated wool streamers in blue, pink and green.

Fanciest uniform of all, which might be preserved for some future Chief of Staff, was worn by a brigadier general of the Spanish-American War. With a three-cornered hat trimmed with black ostrich feathers, the general sported a long-tailed blue coat. To complete the color scheme, he wore a yellow velvet sash, gold braided rope looped across his chest, and gold epaulettes on his shoulders.

Running into Trouble. In a flare of oratory at the Paris Peace Conference, Soviet delegate Andrei Vishinsky said something about Italians being better runners than fighters. His remark about the sprinting feats of Italian soldiers didn't go unchallenged for long. Taking it as a slur on their honor, two Romans challenged the Russian to a duel.

No one was quite positive just what Mr. Vishinsky had said. Newspaper reports said he referred to Italian "troops," but later, the official text of the speech showed he had referred to Italian "generals." Whatever it was, the Italian delegates expressed their "painful surprise" at the whole thing.

United Nations News

Prepared with the cooperation of the United Nations

PUBLISHED IN THE INTERESTS OF A BETTER WORLD



United Nations seal

World Freedom for Press

Open doors for reporters everywhere in the world was demanded by the American Society of Newspaper Editors in a plea to the U.N. Social and Economic Council, which opened its third session at Lake Success, New York.

This appeal for the adoption of an official United Nations covenant guaranteeing world freedom of information had been previously endorsed by Secretary of State James F. Byrnes; British Prime Minister Attlee; Generalissimo Chiang Kai-shek of China; General Douglas MacArthur, administrator of occupied Japan, and the governors of forty-one American states.

The editors' statement condemned government control of news and asserted that world freedom of information "as an agency of peace" was more important than any other issue before the United Nations.

"We believe," the editors declared, "that if the peoples of the earth are to get along together in peace there must be tolerance, good will and understanding. There is but one road leading to this imperative world estate, and that is freedom of information by which peoples shall know and understand the

problems of others. Our object is, in short, to spread the truth."

At an earlier meeting, Fiorello H. La Guardia, Director-General of the United Nations Relief and Rehabilitation Administration, urged the Council to set up as soon as possible the International Refugee Organization (IRO). UNRRA will be stepping out of the refugee field next June 30, he said, and the new body will run the danger of "taking it on cold," unless something is done now. He revealed that there are at present 830,000 refugees or displaced persons in UNRRA camps, and perhaps 200,000 more scattered through Europe. If every nation in the world, Mr. La Guardia maintained, would take as many refugees as it could, this problem would be solved in three years.

UN Week Moved to Oct. 20

It's official now. Though known for some time that the United Nations General Assembly meeting at Flushing Meadows, New York, would be postponed until October 23, as requested by the Council of Foreign Ministers — it has now been confirmed by Secretary-General Trygve Lie. A poll taken of the fifty-one member-nations revealed that most of the nations are willing to accept the delay. And the majority rules.

Too bad about the nine delegations (with a staff numbering 103) who already arrived for the session. But then again they will have that much more time for seeing the sights around New York. These "early birds" are the representatives of Argentina, Belgium, Chile, Egypt, Cuba, Lebanon, Norway, Peru and Saudi Arabia.

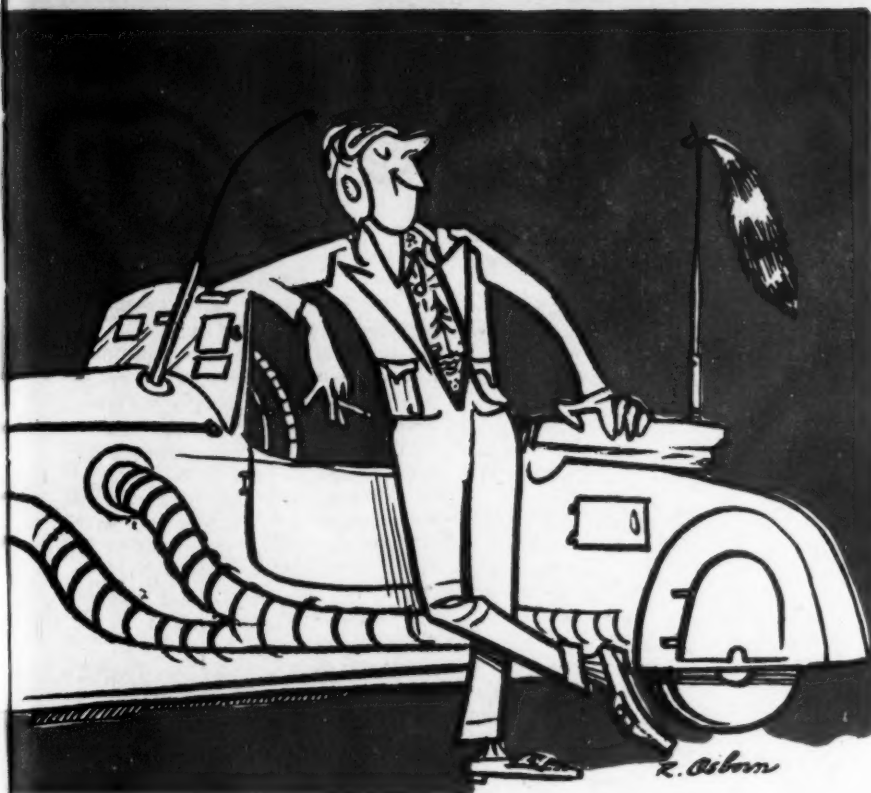
The United Nations Week which was originally scheduled to begin on September 22 will now be commemorated from October 20 to October 28 — so hold your firecrackers.

Reports from Paris hint at the possibility that the Big Four (United States, British, Russian and French) Foreign Ministers may meet in New York simultaneously with the General Assembly next month. If they do, New York will have more visiting diplomats than firemen.



Harris & Ewing

UNRRA Director F. H. La Guardia returns from a world inspection tour, on which his son, Eric, accompanied him. One of the Director's first acts was to address the U.N. Economic and Social Council, stealing the spotlight for the day from the Security Council session.



DILBERT BUYS A CAR

By R. Osborn and G. Foster

● Ask any young U. S. Navy aviator if he knows Dilbert and, the chances are, he'll laugh and say yes. Dilbert was the "Sad Sack of the Navy" during the war.

As the bungling hero of a series of "sense" books used in the Naval Aviation Training program, Dilbert helped teach the boys to fly. By doing everything wrong, he made the right way stick in the minds of pilots and crew. Dilbert's example was so bad, in fact, that he became part of Navy lingo; anyone guilty

of pulling a boner was a "dilbert."

Now Dilbert is out of the Navy and in civilian clothes — but still in the hands of his creators, both ex-Navy men: Bob Osborn, artist and former teacher and football coach; and George Foster, who has been both teacher and newspaperman.

Dilbert has just bought a car and is about to set out on a series of adventures that might be called "How Not to Drive an Automobile." This episode might also be called "How Not to Write a Letter."

Freind Clovis:

Well, old pal, yrs truly hopes all goes OK with you. Me, I get a Hollywood sport jacket and a genuine handpainted tie and a natty ensembl otherwise and my new used car does not injure my standing any either with the dames.

Wotta car, kid, wotta car. Old Dil picked her up in LA on the way home from Dago and she is a hot rod and no fooling. She has twin carburetors,

"Dilbert Buys a Car" is reprinted here by permission of the *Ford Times* (published by the Ford Motor Company) and of the artist and the author, R. Osborn and G. Foster.

hopped up gears and the guy sold it to me tells me on the QT the chasis is fishtailed so she will hug the road at one hundred ten per. Also a special red paint job. I am not saying what she cost me as it was strictly under the counter stuff. They do not sell these cars on the market as all the movie stars is crazy to lay their hands on them.

The new crate sure burned up the roads home but she looks so fast the cops pick you up even when you are crawling along. A trooper stops me for letting her out just a little but he sees I am just discharged and he says "OK, son, just take it easy from here on. I know how you feel as my own kid is just out himself." That is all the trouble

I have except for a couple of blowouts which you got to expect.

Honest, pal, the stuff they call rubber these days. I found out two of the tires is recaps and will not take the punishment a good driver gives a car.

Well, I made it home allright but have the slight bad luck to stall on Main Street and get pretty sore the way the women drivers lean on their horns when anybody can see I am doing my best. The car back of me is a 41 Ford that looks like it was wrapped in scotch tissue during the war it is so nice and polished. You will be surprise to hear the guy at the wheel is none other than Larry Platt and I see he is out of the service too only I bet the navy was content to unload him. You remember the guy they claimed did everything right and was the CO's pet and that they claimed shot down all the Japs only he could not do it flying the way he did always sitting up there safe and easy while Old Dil is showing what a guy can do with an airplane that knows how.

"Want a push?" said Platt.

"If it will not scratch your bumper up to do it," I said sarcastic.

"That is OK," said Platt, "but where did you get that car from some boot-legger?"

Not wishing to hold up traffic I made no answer but know he is envious because I have a special job from California. It takes this Platt two blocks to push me fast enough so the special will start and once he gets out to ask me if I have her in gear. All I can do is laugh.

To tell the truth, pal, I did not have the ignition on only he did not notice this. I guess I was rattled with all the women blowing their horns.

Well, Clovis, the old special soon is



roaring again and I am just about to pull away when Platt toots his horn like he wants me to stop so I pull over to the side and get out and walk over. "I see you are a civilian too," said Platt.

"That is right," I said, "They wanted me to sign up for the regulars but I could not see it that way."

He laughs and says well, it is the navys loss.

"Where you bound?" I said, just being polite.

"To see Ruth James," he said.

"That is funny," I said, quick on the uptake, "as I was just going there myself. You got a date?"

"No," he said, "just dropping around."

"Well," I said, "I got no objection only do not be surprised if she and I are out some where when you get there."

"I will take my chances," said Platt, "but you better hurry and catch your car if you wish to have any car left."

The special is rolling down the street all by its self and I caught it all right and found the emergency brake is not working so hot as it has slipped.

"Same old Dilbert," said Platt the wiseguy as he burns up the road toward Ruthies house at a smart thirty per which is only the legal limit. I try not to laugh as I zoom passed him at fifty. In fact, pal, I did not have time to look at him as there is a dog running around the street without a leash on him. I have to go up on the sidewalk a little and this is not very good for peoples tires and there ought to be a law about letting dogs run around in this manner. Little Ruthies house is fifteen miles out in the sticks but I make it in ten minutes which gives you an idea what the old special can do.

Ruthie is very nice to me as she has not seen me since my last leave and is glad I am back safe. Due to the fact that I am not making out so hot with her at this moment I will not rave too much about her but wish to say she is an eyefull at any time. She stacks with any of those pinups we use to have in the ready room only more dignified. I ask her how she likes the new boat and she says it is very startling and I say how about a little ride and she says OK but am I sure I can see thru all the stickers on the windshield. Ruthie is allways a great kiddier.

Well, pal, naturally I wished to whip the old special around a little to show

her old Dil can pick the cars as good as he can pick the gals which I did. We are right on the open road, straight and level and I let the special out no more than eighty per as I do not wish to scare Ruthie. It is not like the way we use to get some joker in a plane that is not a pilot and see could he take it.

"Can we slow down some?" said Ruthie. She is smiling when she says it so you know what I figure.

"Why sure, kid," I said and slow down to fifty per and slip an arm around Ruthie as naturally I figure that is why she wants me to slow down because it is dangerous to drive one arm at high speeds.

"No," said Ruthie, "that is not what I meant. You are going too fast in more ways than one."

It is the old come on, pal. So then I really pour on the coal and whip the old crate around. Ruthie is pale but game and the special is roaring and the wind screaming.

"Dive bomber," I said.

Well, freind, I have tough luck at this point. Some farm joker picks this particular moment to shoo a lot of moo cows across the state highway but I have plenty of time to stop except I



am going so fast, I am on the brakes not forgetting the emergency which does not work so good and the old special tries her best to stop and almost does. But old Dil came through, pal. When I see I am going to spread the highway with Grade A I pull the special off the road and everything is OK because I lose only one wheel.

Instead of patting my back Ruthie is fit to be tied or makes out like she is. If she was not giving me the come on then all I can say it is just as well I am not hooked up with her yet.

"What is the idea," said Ruthie, "going so fast on a public highway you cannot stop when the least little thing happens but must wind-up in the ditch with your car smashed."

"Take it easy, baby," I said, "there is nothing wrong only one wheel."

"What is more," she said, "you ought to take some driving lessons as being a plane jockey did not equipp you for handling a car particularly one like



youys with all the helpless cows and pedestrians."

"Look," I said, "if I was good enough for the navy I am good enough to handle a measly automobile."

"In the first place," said Ruthie, "I heard the navy was so happy to get rid of you they had navy day twice."

How do you like that, pal?

"And in the second place," said Ruthie, "Larry Platt the great hero is not ashame to admit there is a difference between an automobile and an airplane as he drives with the greatest of care whichever he happens to be in."

The pay off is when Larry Platt sneaks up in his little black car and when he sees we are OK just stands there and grins when he sees what happened to the California special.

"Platt," I said, "proceed to some nearby house and call the wrecker as Miss James and I are in a hurry."

But Ruthie pretends to be still burned up. "Larry," she said, "kindly give me a lift as Dilbert thinks he is still a hot rock."

I just paid no attention to Platt. "Is this the end, Ruthie?" I said.

"I will never be mean to a veteran," said Ruthie, "but you must learn to take it easy."

"Dilbert," said Platt, as they start off, "did you ever hear the story of the tortis and the hare?"

Allways the wise guy, pal. Of course I have heard the story but if Platt was trying to hand me the crusher he sure laid an egg. Anyway he is one veteran Ruthie is not mean to. Sometimes I do not know if I am right to go for her in such a big way as she has a terribel temper and does not consider the feelings of others.

Well, freind Clovis, it is all in a life time and I do not think Ruthie will give me the run around for a guy like Platt. I am sore at him as it is fully three hours before the wrecker shows up. The old California special is OK again as I got the check crew working on her right away only it is not so cheap as it use to be when I had a bad break with a navy plane. In fact I am out my mustering out pay.

Your pal

Dilbert





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WHAT'S NEW in the AIR

The end of the war has by no means brought an end to U. S. Army and Navy aviation research. Here are a few of their new experimental aircraft — jet planes, helicopters, transports, flying wings, gliders, and bombers.



Press Association

TWIN-ENGINE HELICOPTER

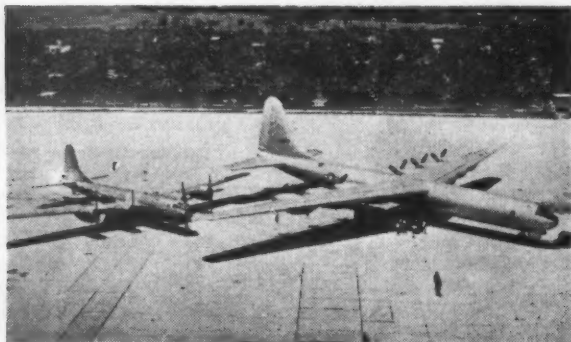
The world's first twin-engine helicopter making its test flight. Known as the XHJD-1, it will cruise at 100 m.p.h. with a 3,000-pound payload



United Aircraft Corp.

NAVY "FLYING WING"

Shown in flight is Chance-Vought's full-sized "model" of the XF5U-1 Navy hopes to break speed records with this experimental flying wing



Press Association

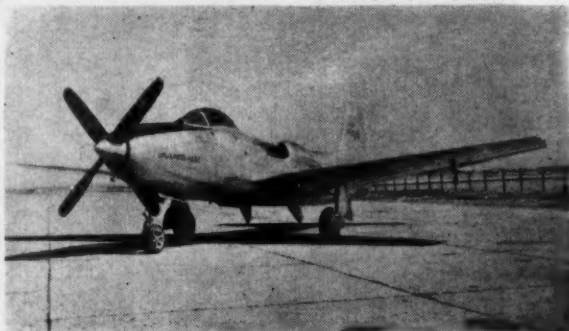
B-36 GIANT BOMBER

The Army's giant B-36 bomber, which made its bow to the public in August, dwarfs the B-29 parked near it. The B-36 has 10,000-mile range.



Airman of Tomorrow

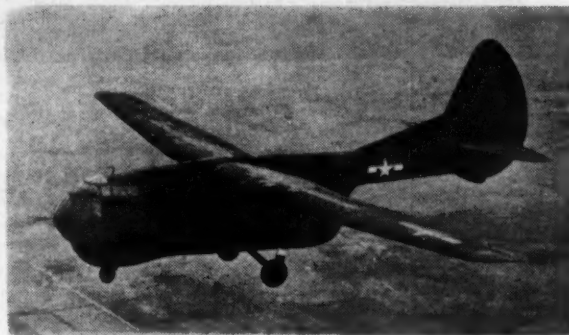
The figure on the left is not wearing an atomic zoo suit. He is a U. S. Army Air Forces crew member wearing the new pressure suit which will allow airmen to live at altitudes of 62,000 feet. Without this equipment such altitudes would mean immediate death. The suit is of rubber, with valves and fittings of lightweight metals. The helmet is shatter-proof glass.



U. S. Army A. A. F.

JET JOB WITH PROPS

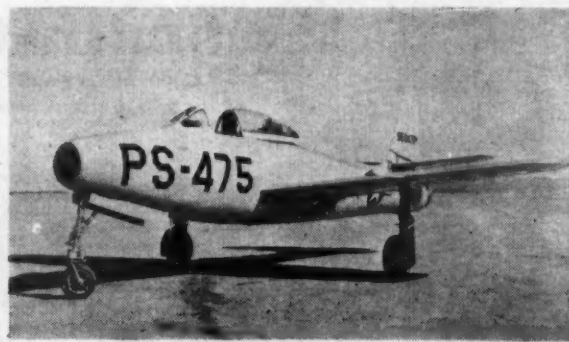
Built for the Army Air Forces by Consolidated Vultee, the P-81 is a twin-scooped jet job that can use its four-bladed prop in lower altitudes.



U. S. Army A. A. F.

TRANSPORT GLIDER

Commercial air lines are studying this mammoth transport glider, the CG-10. Developed by the Army, the CG-10 may soon carry air freight.



U. S. Army A. A. F.

HOTTEST JET

Hottest of all jet aircraft is the P-84 Thunderjet. Rated at 600 m.p.h., the Thunderjet may yet top unofficial British record of 626 m.p.h.

What's New

Street Light with a Brain

Electric-eye control of street lighting is reducing the number of traffic accidents at dusk in many cities. In the past, street lights were automatically turned on at a set time, regardless of early darkness in cloudy weather or poor visibility on a rainy day. The electric eye regulates lighting in accordance with the amount of light in the sky on a given evening. A special time delay of fifteen seconds prevents the electric eye from turning off illumination in case passing lights are focused on it.

Tailor-Made Bed

The nearly-fatal plane crash that sent Howard Hughes to the hospital last July did not impair the imagination that made him one of America's foremost airplane manufacturers. While confined, Hughes decided he didn't like his hospital bed. He called in his plant engineers and instructed them to design him a bed to fit his battered spine.

The motorized bed in which Hughes is now convalescing is built in six sections, is operated by thirty electric motors, and is equipped with hot and cold running water. Numerous pushbutton adjustments helped to ease Mr. Hughes' eleven broken ribs and severe burns.

When Mr. Hughes left the hospital, he took his bed with him. One of his nurses commented, "I think he left in an ambulance, but I'd believe it if someone told me he flew home in that bed."

—ALLEN ALBRIGHT

Have you heard of something that's "brand new?" If so, write us about it. We'll pay \$1 for any item used in this column. Address Allen Albright, "What's New" Editor, Scholastic Magazines, 220 East 42nd St., New York 17, N. Y.



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CHARLES MARTIN HALL

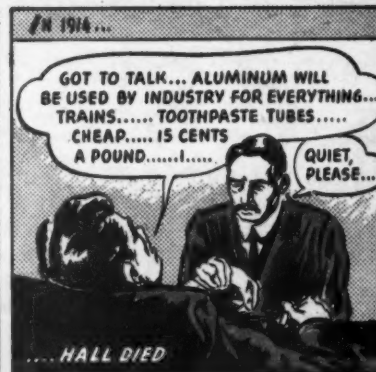
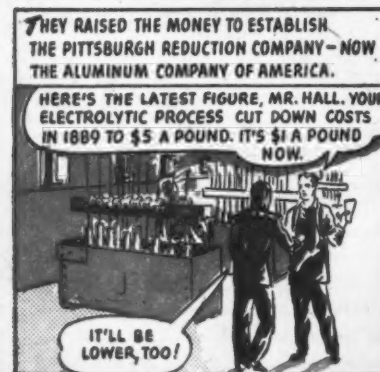
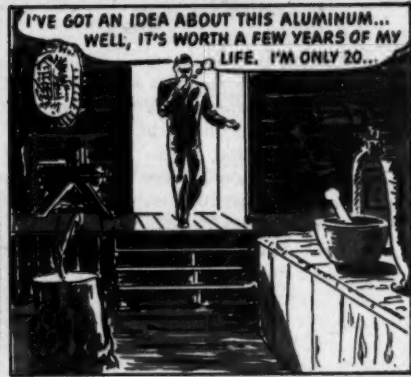
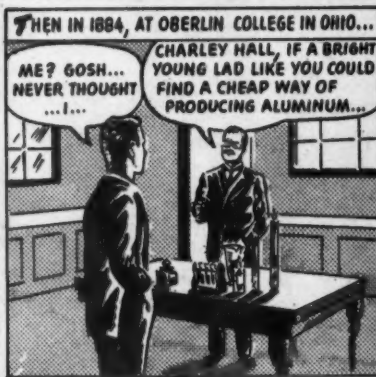
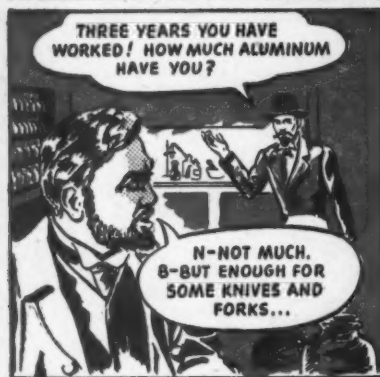
SEEING HISTORY THROUGH AMERICAN ACHIEVEMENTS

ALUMINUM



ALUMINUM WORKER

FROM 1825, WHEN HANS OERSTED OF DENMARK PRODUCED SOME ALUMINUM WITH CHEMICALS, TO 1845, WHEN A GERMAN, FREDERICK WOHLER, MADE ENOUGH ALUMINUM TO LEARN IT WAS LIGHT, ALUMINUM WAS TOO COSTLY FOR COMMERCIAL USE—\$545 A POUND. THEN... IN 1855...



Text by George Waller, Jr.

Drawn by Charles P. Beck

What a Guy!

The Courier, student newspaper of Normandy High School, St. Louis, Mo., recently ran the following feature story. We reprint it here as an example of good feature-writing and "good copy" in the person of a student named Zanvel Zack.

Zanvel Zack, cartoonist? Zanvel Zack, author? Zanvel Zack, naturalist? Industrial designer? Artist? All these possibilities present themselves to you-know-whom, Zanvel Zack.

Zack has gained fame here by drawing cartoons for the soon-to-be-published *Freshman Handbook*.

Teachers discover that he distinguishes himself from the ordinary student by drawing cartoons and little pictures all over the papers he turns in.

Miss Esther Goff, for instance, was surprised recently when she discovered that someone had been "walking" on one of Zack's themes and had left "footprints" all over it.

Everyday Art

Every day clerks in the attendance office eagerly await the attendance blank which Zack fills in. It isn't an ordinary list of names; it usually appears with a great shaggy dog, carrying the list, drawn on the blank. At times the names of absentees are inscribed on a truck or pinned to a wall with a dagger. No monotony for Zanvel Zack!

"Drawing on my papers since 7th grade started me cartooning," says Zanvel Zack, "but I don't especially like to do it. I'd rather draw portraits and animal pictures."

Looking Ahead

Art isn't Zanvel's only talent. He likes to write and, according to his English teacher, is clever with words.

Feeling ambitious, he is taking five "solids" this year so that he will be well on the way toward becoming an industrial designer. "I want a paying job and then I'll use art as a sideline," he says. "I like to draw cartoons but there is not much money in it, unless you get to the top."

"After I've become old and gray and made my millions," he smiles, "I intend to become a naturalist."

Zanvel acquired his interest in nature through camping trips with his Boy Scout troop in which he is a patrol leader.

He is tall, thin, and shy when it comes to talking about himself, but he is eager to talk about his friends and praise them. He is active in Band and plays the clarinet—another of his talents.

DIARY of a DELICIOUS DISH



FRIDAY



Dear Diary,
Golly what a day!
Good old State High
finally scored... and
frankly, I think I
did too. Halfback
Hero Hal came over
to me after the
game and asked how
the old "vic" was working.
Natch I told him
to come over and see
for himself. Now I
can't wait 'til
tomorrow night.

SATURDAY



Dear, dear Diary,
I'm absolutely sent!
that man can really
dance! We played
all the old smooth
numbers... and then I served a
big plate of Duff's gingerbread
(Made it this morning,
just add water y'know)
He ate every bite and
just couldn't get over
the fact I made it myself.
When he left he said
something about
a delicious dish!
Did he mean me
or that wonderful
Duff's stuff?!



MOST of the time you're the pick of the peaches, the top of the bottle. We think your brush-cuts grow on level heads, and we've a hunch your bobby sox fit feet that are going to take great strides. We've watched you cast a critical eye at U. N. fumbles. We've heard you debate heatedly about world government. We've seen you work like demons for the Teen Canteens and Community Centers you believe in. You know what's flying, and we'll play on your team any day!

That's why we've been concerned about some recent letters pointing a finger at you and saying that your team looks a little scrubby. Now maybe these critics should be able to see a good heart and shiny soul gleaming through that camouflage of swoons, wolf calls, sloppy saddles, and droopy sox. But maybe these honest, if misguided, critics lack radar equipment.

It's up to you to look like the wise guys and gals you are!

Here are two of the letters:

Dear Gay Head,

My two kid sisters think they've got a bone to pick with James Montgomery Flagg, the famous illustrator. Recently on the radio program, *In My Opinion*, this guy Flagg let loose with some pretty stiff stuff against the swoon set. Among other things, he called the gals "loud, assertive, sloppy, young egotists" who were "willfully unattractive and ill-groomed." (He was talking about the kind of female who wears her brother's shirts and droopy rolled-down sox, leaves her knees bare, doesn't brush her hair, and stampedes theaters to collect crooners' autographs!)

Flagg finished by telling them: "Go home, if they'll still let you in, take a long

hot bath, let your skirt down—if any—pull up your sox, clean your dirty shoes, brush your stringy hair, curl it, and go in and try to be sweet to your mother. She isn't your personal maid."

If you ask me, Mr. Flagg said a mouthful! And Sara and Pat and their whole crowd might as well stop fuming and take a good long look at themselves. Aside from the fact that I like my girls on the slick side, I'm getting tired of having all my shirts swiped. What do you say? *Joe Correy*

And this from the assistant personnel director of a large Wisconsin bank:

... I interview many young people for jobs. I have had girls, bent on being secretaries, come in with their hair up in curlers (under a scarf) and the rest of their gear looking somewhat like this: knobby knees sticking out from beneath a very short skirt, long baggy sweater, a not-too-neat blouse, big bushy sox, and flapping huaraches. Any man I know would crawl under his desk if such a fright appeared before him asking to be a secretary.

... And the boys who apply for after-school jobs!! Their costumes defy description, but the general effect is that of a soiled meal sack.

Soiled meal sack! Willfully unattractive and ill-groomed! Them's fightin' words. But it looks to us as if the only way to win this fight is to dress up to meet the challengers.

Look now, fellows, your cords don't have to bear the grease stains of all past encounters. And your flannels don't have to look as if you slept in a fox-hole in same. A good soldier leaves the mud of battle behind on social occasions. He polishes his buttons, shines his shoes, and says "Sir." If you look like

by Gay Head

a soiled meal sack, you can't blame an employer if he concludes that you have about as much backbone and brains as a meal sack.

If you *really* want that job, you're sabotaging yourself if you fail to appear before your prospective boss in neatly-pressed slacks, a clean shirt, a tie, and a jacket.

As for you girls who are making Mr. Flagg nervous—let's take stock. Why is it you don the socks that slosh about your ankles and the shirt-tails that fly in the breeze? Isn't it to achieve that extra bit of style and swish that puts you on the map?

A well-placed hair-ribbon, a little more starch in your blouse, or a brighter polish on your silver belt buckle spell s-w-i-s-h much more effectively than do the extreme styles to which Mr. Flagg objects.

Extremes of anything are poor taste. One Mexican sundae hits the spot, but six in a row will ruin the best of men! A single gardenia in a girl's hair is effective. But picture a dozen gardenias in the same locks!

Maybe your aim in dress is to look casual and comfortable. Fine! But the "meal sack—flying shirt" attire labels you CASUAL with a paintbrush. Which means your critics will either be bored and exit before the first act is over or be offended by your lack of taste and pan your show within an inch of its life.

As our final sales argument, let's recall the "flapper." She's the joker who turns up in old fashion magazines now and then. The "flapper" lived in an era of extremes. She was one of the "flaming youth," the "lost generation." A fad for extremes usually occurs when the world is confused, when people don't know where they're going. As a result, they go through violent contortions in their behavior and their dress to use up the energy they'd ordinarily spend getting somewhere. Extremes are always the sign of an unhealthy society.

We *don't* think you're an unhealthy crew. We think you do know where you're going. Act and dress as if you did. It'll pay big dividends when you're looking for a job—when you're bargaining with Mom for late permission—when you want faculty backing for one of your club's pet schemes—when you want Jake or Janie to look twice in your direction.

Dress Up That Line!

BOY dates GIRL



Following The Films

✓✓✓Tops, don't miss. ✓✓Worthwhile. ✓So-so

NOTORIOUS (RKO). Written by Ben Hecht. Directed by Alfred Hitchcock).

This is another story about rounding up a German spy ring in South America. The lady who does most of the rounding-up is Alicia Huberman (Ingrid Bergman). She is "notorious" as the daughter of a man who has been convicted as a German spy in the United States.

After her father's sentence, Alicia, feeling the family honor has gone down the drain, takes up a wild and reckless life. Government Agent Devlin (Cary Grant) believes her innocent of her father's treachery and invites Alicia to help him uncover a Brazilian spy ring, headed by one of her father's friends, Alexander Sebastian (Claude Rains).

Though Devlin thinks Alicia is patriotic, he does not trust himself to fall in love with a woman with her past. If it taxes the imagination to believe Ingrid Bergman could be the "fast lady" she purports to be at the beginning of the film, it is much harder to believe Cary Grant could doubt her love for so long.

Acting throughout the film is of a good, clean quality. And the picture moves as smoothly and artfully as only a Hitchcock picture can.

But there is one weakness that demands comment. *Notorious* never quite decides whether it is going to attempt serious characterization or give itself over wholeheartedly to being a good spy thriller. As a result, it has both character and thrills, but doesn't take top honors on either score.

We have been taught to expect little more than a taut, swift-moving plot in a spy yarn. Characterization is usually slight and superficial. But it is impossible for an actress of Miss Bergman's stature not to put a great deal of creative energy into any role she undertakes.

Thus, we find ourselves in the old dilemma of being more concerned about how the "notorious lady" straightens out her own life than how she rounds up the German agents. And it's a bitter day for melodrama when German agents lose their box-office pull!

Perhaps Director Hitchcock was remembering the criticism of his last picture, *Spellbound*—that it resorted to melodrama where serious treatment of character was in order. This time he

underplays the thrills for the character.

We'd be the first to hope high excitement and good drama can walk hand in hand. But at this writing, Mr. Hitchcock has not perfected the formula.

✓✓ **MONSIEUR BEUCAIRE** (Paramount. Produced by Paul Jones. Directed by George Marshall).

Paramount hit on the ideal plot for Bob Hope when they picked this story. *Monsieur Beaucaire* (Bob Hope) is a French court barber who changes places with a duke. As a periwigged nobleman commissioned to marry the Spanish princess, Bob Hope upholds his reputation for hearty comedy.

We had hoped that Paramount would

take advantage of the talents of Bob Hope and, at the same time, give us a first class production of Booth Tarkington's comedy. Unfortunately the story lost out. *Monsieur Beaucaire* is only "another Bob Hope picture."

MOVIE CHECKLIST

Drama: ✓✓✓Notorious. ✓✓✓Henry V. ✓✓They Were Sisters. ✓✓✓The Searching Wind. ✓Suspense. ✓The Stranger. ✓✓Anna and the King of Siam.

Comedy: ✓✓Monsieur Beaucaire. ✓✓Caesar and Cleopatra. ✓Our Hearts Were Growing Up. ✓✓Claudia and David.

Musical: ✓Blue Skies. ✓Night and Day. ✓Holiday in Mexico.

Mystery: ✓✓Home Sweet Homicide.

Western: ✓✓Canyon Passage.

How to get the rep that you're hep



1. A new school year, and who knows what pleasant sights the campus will offer? First impressions are important, so select your back-to-learning outfits with care. Which means plenty of good-looking Arrow shirts and ties...man-size Arrow handkerchiefs.



2. Make certain you're seen while you keep an eye peeled for possible numbers. That face-flattering Arrow collar alone will get you a rep for being hep to the best styles... which we guarantee won't hinder any of your future operations!



3. Ah—now work fast! Offering your jacket at a rainy crossing shows plenty of old world charm. It also lets her see what famous Mitoga Fit does for a torso. Even if you half-drown, your Arrow shirt won't shrink. The Sanforized label means less than 1% shrinkage.



4. Later, if you see her arm-in-arm with another Arrow slicker, don't despair. Remember, another awful cute trick gave you the eye and sigh that afternoon. **MORAL:** Arrow gives a rep for smart dressing today which comes in mighty handy tomorrow. Cluett, Peabody & Co., Inc.

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SPORTS

We Pick the Red Sox



Dave Ferriss of Boston Red Sox is leading hurler in American League.

They laughed when I picked the green Red Sox

To cop the American League flag;
They roared when I scorned the great Yankees,

They thought it was all just a gag.
Comes Wednesday, however, at noon-time,

When the 1946 World Series makes its bow,

Who'll be out there swinging like murder?

The Red Sox! And who's laughing now?

Last spring, I wrote a column for *Scholastic Magazines* called *Play Ball*, which cost me a lot of friends. At least two dozen readers wrote in wanting to know if I had rocks in my head.

Why? Because I picked Boston, Detroit, and New York to finish one-two-three in the American League; and St. Louis, Chicago, and Brooklyn to wind up in that order in the National League.

Nobody opposed my choice of St. Louis. Everybody agreed the Cards were a shoo-in. (As I write this, the Cards have a two-game edge over Brooklyn.)

But Boston? The letters sizzled. "Three Yankee rooters from the Bronx" accused me of being in the pay of the Boston Chamber of Commerce. A Detroit fan called me "stupid." A Washington "Loyal Booster" told me I should be peddling papers, not writing in them.

As you can imagine, this is my hour

of triumph. Boston ran away with the pennant. But at the time I received those letters, I was hurt.

How could anyone accuse me of playing favorites? I had never been in Boston. The only thing I knew about the city was that some of its citizens once dumped a cargo of tea into the ocean, and that it now turns out wonderful baked beans.

Would tea-dumping and beans prejudice me in favor of the Red Sox? Hardly. I examined Ted Williams, Johnny Pesky, Bobby Doerr, Dom Di Maggio, and Rudy York — sluggers all. Then I cast my eyes over pitchers Ted Hughson, Dave Ferriss, Mickey Harris, and Joe Dobson. That was all.

The Yankees looked good, too — on paper. But I had a hunch they weren't going to pan out. I made a bet (two yellow bow ties against a lavender roadster) that not a Yank would bat over .300. I was right.

The Red Sox turned out far better than anyone expected. Everybody knew Williams would produce. But few people dreamed that Di Maggio and Pesky would wind up in the leading batters, and that York and Doerr would be among the leaders in runs-batted-in.

That's why I'm picking the Red Sox to win the World Series. If they face the Cards, I predict the series will last at least six games. The Cards have lots of TNT in Musial, Slaughter, and Kurowski, and a good pitching staff headed by Lefty Pollet. They can be tough to beat.

If the Sox face the Dodgers in the series, it should be all over in five games. I can't see the Bums winning more than one game. But I'll be rooting for them. You can't help liking the team. They have so much spirit and daring.

—HERMAN L. MASIN, *Sports Editor*



Red Sox sultans of swat are (left to right): York, Williams, and Doerr.



The Hole Story

THERMOPOLIS, Wyo.—Mike Savaresy disclosed why he sold out his doughnut business.

"If you make the holes big," he said, "it takes more dough to go around them. If you make the holes small, it takes more dough to fill the hole. It was driving me crazy, so I sold out."

United Press

New-Fangled Pharmacy

Ed: "How did you make out in your pharmacy exam?"

Ned: "Terrible! I got mixed up on the difference between a club sandwich and a western sandwich."

Classmate

Critique

Oliver Herford, famed wit and illustrator, nourished a strong dislike for the works of a well-known author, who was one of the best sellers of the day. One evening, at a party, after he had made several harsh and uncomplimentary remarks, a friend interrupted him.

"Tell me, Oliver," he asked, "have you ever read any of his books?"

"To be perfectly frank," admitted Herford, "just one — his first. I had to write a review of that book. The things I said in that review so prejudiced me against the man, I haven't been able to read a word he has written since."

Friendly Handshake

Ouch!

A stout gentleman, determined to lose weight during a stay on his farm, hustled to the general store for a pair of overalls. He picked out a pair big enough for energetic exercise. Then a thought struck him.

"Wait a minute," he said to the clerk, "those fit me now, but I expect to lose a lot of weight — maybe I had better buy a smaller pair."

The clerk shook his head, as he calmly went on wrapping the overalls.

"Mister, if you can shrink as fast as these overalls will, you'll be doing pretty good."

Classmate

Boomerang Bracelet

A bombardier, back from the Pacific, visited the set of "The Secret Life of Walter Mitty" at Samuel Goldwyn studios and presented Ann Rutherford with a bracelet bought from a native. Ann was startled no end. It was the same bracelet she had donated to the junk jewelry drive for G.I. South Pacific trading.

Figure-atively Speaking

The literature teacher was just concluding a very moving harangue. "... and so in a certain old English churchyard, what might we see?"

A voice spoke up, proud to know the answer, "Gray's effigy."

Teachers' Digest

On the Way D-o-w-n

Robert Hillyer, the Pulitzer Prize poet, was a copywriter for an advertising firm in New York. One of the firm's prized clients was the Otis Elevator Co., and Hillyer was assigned to write some promotion copy. He found it difficult, for a while, to write in exultation about an elevator, for he never could tell one elevator from another.

After a few hours of fruitless labor, the poet wrote an outline for an ad, featuring a slogan which cost him his job. Neither his employer nor the client, the Otis Elevator Co., liked his slogan — "Good to the Last Drop."

Leonard Lyons

Complete Disagreement

Way out West there was a small railroad station whose name was spelled E-u-r-e-l-i-a.

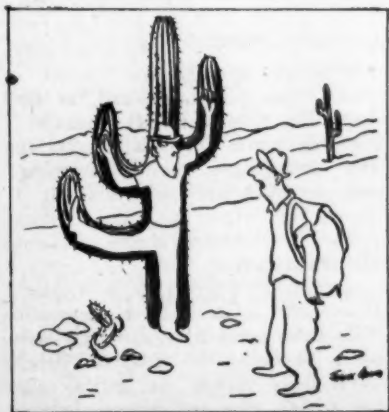
The conductor and the brakeman radically disagreed as to the correct pronunciation of this name.

The result was that one would come through the train calling out: "Youf-a-liah," "Your-a-liah," and the other would follow through with: "You-really-ah," "You-really-ah!"

Magazine Digest

CORRECTION, PLEASE

In the September 16th issue credit lines for the two cartoons used on the Laughs page were inadvertently omitted. Both cartoons were reprinted by permission of Collier's.

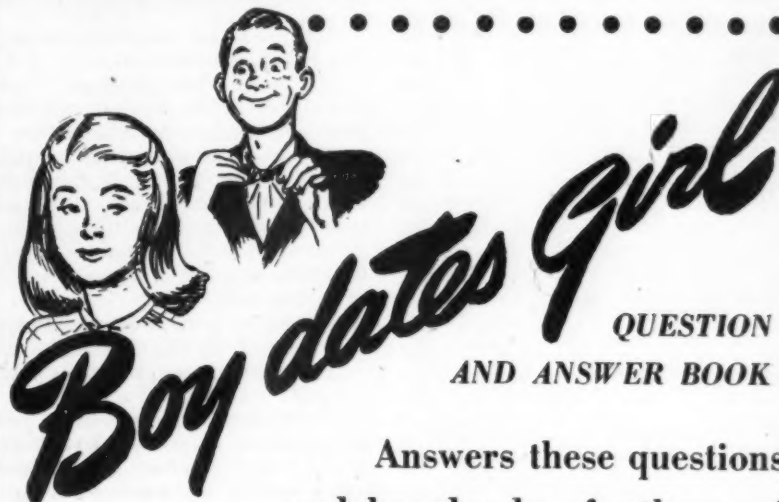


Collier's

"We'll never get home if you hafta stop every five minutes to stand in the shade!"

What would You do?...

1. Nan spent the weekend visiting Arlene, who lives out of town. When she puts pen to paper to say "thank you," she: (a) Sends a bread-and-butter letter to Arlene (b) Writes one note to Arlene, another to her mother (c) Sends a note to Arlene's mother. WHICH? 2. During a Paul Jones at a school dance, Hal finds himself stuck with Ellen, who dances like a pogo-stick. Should he: (a) Make the best of it and boost Ellen's morale by pretending he enjoys dancing with her? (b) Send out frantic distress signals to the stag line, behind Ellen's back? (c) Tell Ellen that he's tired and would like to sit this one out? WHICH?



QUESTION

AND ANSWER BOOK

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BOY DATES GIRL answers the questions which beset the teen-age set . . . questions on Dating Problems, Parties and Dances, Family Relationships, Social Customs, Drinking and Petting, Manners and Dress, etc. You have to know these answers if you want to have social "savvy" . . . to deal successfully with the problems related to that important incident called Boy Dates Girl. And because your whole enjoyment of life now and later depends in great measure on your skill in human relationships, Boy Dates Girl is a book you can't afford to do without.

BOY DATES GIRL Question and Answer Book is engagingly written by Gay Head, the popular author of the Boy Dates Girl column in SCHOLASTIC MAGAZINES and is delightfully illustrated with nearly 100 amusing drawings. It's fun . . . it's big . . . it's well worthwhile. Order your copy now. Price, 25 cents for one copy; 20-cents each in orders of 10 or more sent to one address.



SCHOLASTIC MAGAZINES

220 East 42nd Street, New York 17, N. Y.

Enclosed please find.....for.....copies of Boy Dates Girl

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"Clef Chef on the 1280 Club"

28

WHILE dial-twisting some evening, I wouldn't you lend an ear to a platter-jockey who good-naturedly suggested, "O. K. now, put down the homework, jerk?"

A few discs later your curiosity about this genial gent would be rewarded when he announced, "Your clef chef of the 1280 Club is Fred (Nest-of) Robbins." And Fred's breezy handling of the "spectacular vernacular," as he calls it, plus the top-notch jazz records he plays, would surely keep you listenin' until he signed off: "I guess it's time for me to give you the Fuller (brush, that is)."

The twittering of Robbins is making radio history. It was only last November that Fred took over Station WOV's "1280 Club." (If you're within hearing distance of New York's WOV, you'll find Fred at "twelve-eighty" on your dial.) Today the club boasts 40,000 members, who have joined by following Fred's instructions to, "Fly me a light kite (postcard) with your agnomen and cognomen on it."

We flushed the Robbins as he was going out to dinner the other night, and took him up on his invite to "C'mon along and have a bite of hash with me."

Among other things, we discovered that, off the air, he doesn't sling the slang around the way he does before the mike. Aside from that, this good-looking, 26-year-old announcer is the same breezy, easy-going guy who takes the air six nights a week from 7:30 to 10 o'clock.

Once settled at the restaurant, Fred was more interested in talking about the "1280 Club" than in discussing Fred Robbins. So we asked the "professor of thermo-dynamics" about his theories on jazz.

"I don't believe in playing records just because they happen to be hot-sellers," Fred began. "Too many of the big-name boys go in for pot-boiler arrangements. They follow the tried-and-true formulas that catch on quickly with the public, and they don't bother to experiment or be original."

"How do you choose the records for your club?" was our next question.

"Well, naturally I'm guided mainly by my own taste," Fred admitted. "But I do try to cover a wide field. That's pretty easy, because the station has a record-library of about 15,000 discs, and I have 5,000 of my own."



"What about fan mail? Does that help in choosing records?"

"Oh, sure," Fred answered. "I get about 2,000 letters a week, and they keep me posted on the favorites."

Some of the current leaders, according to Fred, are Les Brown, Billy Eckstein, King Cole, Woody Herman, Louis Armstrong, Billie Holiday, and the Three Blazers. "Incidentally, judging by my mail, I'd say Harry James is on the way out."

In trying to "cover a wide field" and "keep posted on the favorites," Fred fits each night's program into a special category.

The first evening of the week is "soft and mellow" — "Blue Monday." "Collectors' Corner," on Tuesdays, is turned over to teen-age club members, in a set-up that might well be adopted by other stations with record programs:

Members interested in playing their records are asked to submit lists of the ten best discs in their collections. Each week, Fred invites the owners of the two most interesting "ten best" to visit "Collectors' Corner" and spin their own platters.

Wednesday evenings are divided among "Old Masters," "Diggin' the Boogie," and "Solo Flight," a fifteen-minute run of records by a top-flight instrumentalist or singer. Thursday's music is "Intime and on the Beam," with recordings by small groups of jazz artists. Every Friday, there's a famous "Guest in the Nest." Among Fred's guests have been maestros Louis Prima, Count Basie, Eddie Condon, and Benny Goodman; vocalists Jo Stafford and Andy Russell; and jazz-enthusiasts, such as Lucille Ball and Diana Lynn.

"And I reserve Juke Box Saturday Night" for requests," Fred wound up.

The discovery that it was 7:15 resulted in a dash back to the station, and hurried good-byes and thank-yous. Fred hauled a stack of records into his studio, and we stuck around long enough to hear him open the broadcast with, "Hiya. This perculator is WOV and you're gaspin' the gaspin' with Fred Robbins. . . ."

— LEE LEARNER



#Save Your Money. ##Good. ###Best.

JAZZ, SWING

##Brooklyn Boogie (Majestic). Noisy boogie well-handled by Louis Prima and Orch. On the turnover — #My Valentine. Vocal by Jack Powers and the Ensemble. An ordinary pop ballad made palatable under the Prima treatment.

#The Major and the Minor and All On (Majestic). Earl Bostic and Orch. are responsible for these two which sound like nothing you haven't heard under a dozen other titles including Take the "A" Train. The orch. is enthusiastic.

VOCAL

#Remember Me? (Majestic). Danny O'Neill with Virg Davis Orch. A never-too-good oldy far from improved by this arrangement. #Ole Buttermilk Sky on t'other side is not much better. The same gang has ground out #That's My Home, a run-of-the-mill western ballad, and #And Then It's Heaven. All strictly commercial slush.

SPECIALS

##G'wan Home, Your Mudder's Callin' and There Are Two Sides to Ev'ry Girl (Majestic). Jimmy Durante with Eddie Jackson. Amusing song and patter for fans of the Schnozzle.

For those of you who play your own — a new batch of Rhythm Records: I'm Confessin' That I Love You and I Found a New Baby, I Never Knew and These Foolish Things, and Rhythm Blues. Stan Wrightsman — piano, Nick Fatool — drums, Artie Shapiro — bass, Al Harris — guitar, provide a slick accompaniment.

CARNEGIE HALL STYLE

##Stars and Stripes Forever (#Victor 12-in.). Toscanini and the NBC Symphony Orchestra. Mr. Toscanini's ever-deft baton puts the stars in the Stars and Stripes. On the reverse — a melodic anti-isolationist note as Mr. T. throws his vigor into the Tritsch-Tratsch Polka, and it's shades of Vienna and Johann Strauss, Jr.

#Mahler's Songs of a Wayfarer (Columbia). Carol Brice, contralto. Fritz Reiner and the Pittsburgh Symphony Orchestra. In her record debut, Carol Brice proves the critics' raves last winter were well-placed. Long a Brice enthusiast, Fritz Reiner directs the orchestra in an excellent, balanced accompaniment.

Jobs in Retailing

By Franklin R. Zeran

Vocational Editor



ONE in every eight "working people" in this country is engaged in some form of retailing and there is one retail store for every 20 families. Retailing offers enough different jobs to provide opportunities for almost every kind of ability, training, ambition, and desire. Six million men and women are either employees or employers in the nation's 1,000,000 retail establishments.

Retailing employs many unskilled beginners and starting salaries often are low, but top executive and supervisory positions usually are well paid. Merchandise discounts, profit sharing plans, and commissions on sales compensate for low starting salaries.

Store Organization

Most retail stores are organized into four divisions: *Merchandising, sales promotion, store operation, and finance and control.* In a large store these divisions are clear cut, in a crossroads "general store" the owner and clerks do everything from selecting and buying merchandise to sweeping out at night.

In every retail establishment *merchandising* is "Operations Number One." It may include analyzing and selecting goods, predicting trends in customer demands, and fixing retail prices. Trained and skilled men and women are the key people in merchandising. There are jobs as merchandise managers, assistants, buyers, heads of stock, stock clerks, comparison shoppers, merchandise analysts, research assistants, office workers, and the all-important sales force.

Sales promotion, a "behind the

scenes" operation, is a mighty force in the retail store, for people must be made to want things and be attracted to a particular store. *Sales promotion* seldom involves direct selling, but it requires knowledge of the business and of retailing. The sales promotion manager, advertising manager, display manager, art director, copywriters, advertising artists, window trimmers, and even sign writers and proofreaders should have a sense of sales appeal and values.

Store operation means maintenance and adjustment of consumer services. The building must be painted, cleaned, and lighted; plumbing and heating must work. Customers must be satisfied and their complaints adjusted; employees must be well and contented. Large stores have health and recreational facilities, cafeterias, restrooms, checkrooms, postoffices, and even nurseries for customers' babies. All this means jobs for inspectors, watchmen, painters, electricians, carpenters, janitors, elevator operators, maids, and even nurses and physicians.

Work in *finance and control* requires bookkeepers, cashiers, ledger clerks, credit interviewers, etc.

Know Your Product

Training for these jobs is highly important and retail stores are endeavoring to have experts in all departments. The high school girl who has studied textiles and the boy who knows sports equipment have a good start. Knowledge of merchandise is of tremendous importance. Many stores arrange for instruction periods in vocational schools, colleges, or in the store—and often on "store time." Specialized vocational training in *store operations* and *merchandising* is of great value to the beginning retailer!

There also are certain abilities, interests, and natural inclinations which contribute to success in retailing. Check yourself on the following questions:

	YES	NO	?
1. I like to associate with people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I have been successful in selling tickets, magazines, or in classroom demonstrations.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I am sensitive to the reactions of others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I have a pleasant speaking voice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. I have a neat appearance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. I possess tact, poise, and persuasiveness.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. I would rather work with people than things.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. I am able to put people at ease.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. I am able to gain the confidence of people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Note: Affirmative answers to these questions indicate interest and aptitude only. They do not constitute a score indicative of occupational qualifications.



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FASTEST WRITING!

R“READ it, dummkopf!” screamed the Nazi master mind.

“But *mein herr*, I cannot,” squealed his stooge. “I am an expert in Gregg. This is not Gregg!”

The Italian super spy then called in his assistant. “Ah, my friend. Please translate this shorthand for us.”

The Italian expert took one look and winced. “*Signor*, I — it is impossible. I am an expert in Pitman. This is not Pitman!”

So went a scene in a recent Bob Hope comedy which involved Axis agents and a stolen shorthand notebook crammed with secret information. But it was a very “private shorthand.” No mere shorthand expert could possibly translate it.

Unlike most stenographers, the “sweet young thing” who filled that notebook used her own system of shorthand. Whenever dictation became too

rapid, she “made up” her own symbols. The result was a curious mess of chicken-tracks which no one but herself could read.

As a matter of fact, most stenographers have no difficulty in keeping up with the speed of the dictator’s voice. Few dictators try to “run a race” with their stenographers, but speak at normal speed. Besides, a stenographer’s pad is considerably less expensive than a Stenotype machine. Stenotype machines sell for \$115 each. And in most cases, the stenotypist is required to buy the machine herself — which, of course, she may take from job to job. And, although the Stenotype machine is fairly light it *still* must be carried about from one assignment to another.

But there are times when the advantages of the Stenotype far outweigh any considerations of cost or inconvenience. For example, a Stenotype machine comes into its own at conventions, conferences, board meetings and in courtrooms — where speakers rattle off thousands upon thousands of words without slowing down.

In many cases, a firm which does not employ Stenotypists regularly, may employ one for a short period to cover conferences or board meetings. Stenotypists are also employed by various Federal and State Government agencies which have a need for their specialized services.

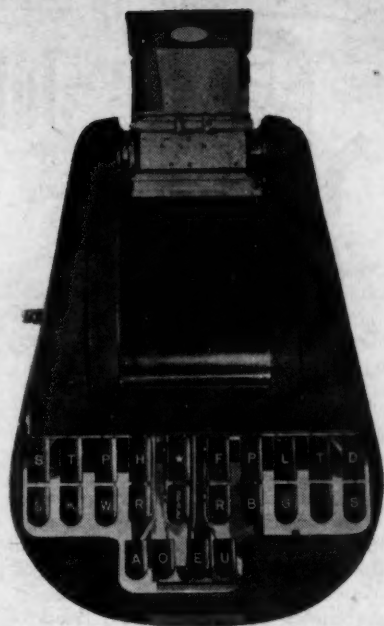
The Stenotype has twenty-three keys, and uses the English alphabet instead of symbols. (See photo.)

The keys are arranged so that the beginning consonants of a word are printed by the fingers of the left hand. The concluding consonants are printed by the fingers of the right hand. The vowels in between are typed with the thumbs.

For added simplicity, several letters of the alphabet have been omitted from the keyboard. These are supplied by combinations of other letters.

For example, if a word begins with a “B,” this consonant is supplied by striking the letters “PW.” This can be done with a single stroke, as the keyboard is arranged so that the two keys may be struck with one finger. Both letters will print at the same time.

This is possible because each key on the Stenotype hits the paper at a different position along the line. Thus, any number of keys can register at the same time. The characters are printed on a narrow paper tape, which “moves



La Salle Extension University

Stenotype keyboard is simple and compact. Note position of vowels.

up” automatically, a line with each stroke.

Stenotype uses a simplified spelling, and drops all silent letters. Many frequently used words are written with a single stroke.

Any stenotypist can read the notes taken by any other stenotypist, because the machine works the same for everyone. After 6 to 10 month’s training, the average stenotypist can take dictation at 150 to 200 words a minute! That’s way ahead of what most stenographers are ever called upon to do. In fact, we didn’t know anyone could even *talk* that fast!



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Stenotypists usually own the machine they operate. It is light, portable.

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Send for Free SAMPLES of low-priced Christmas Cards that can be printed with the sender’s name.

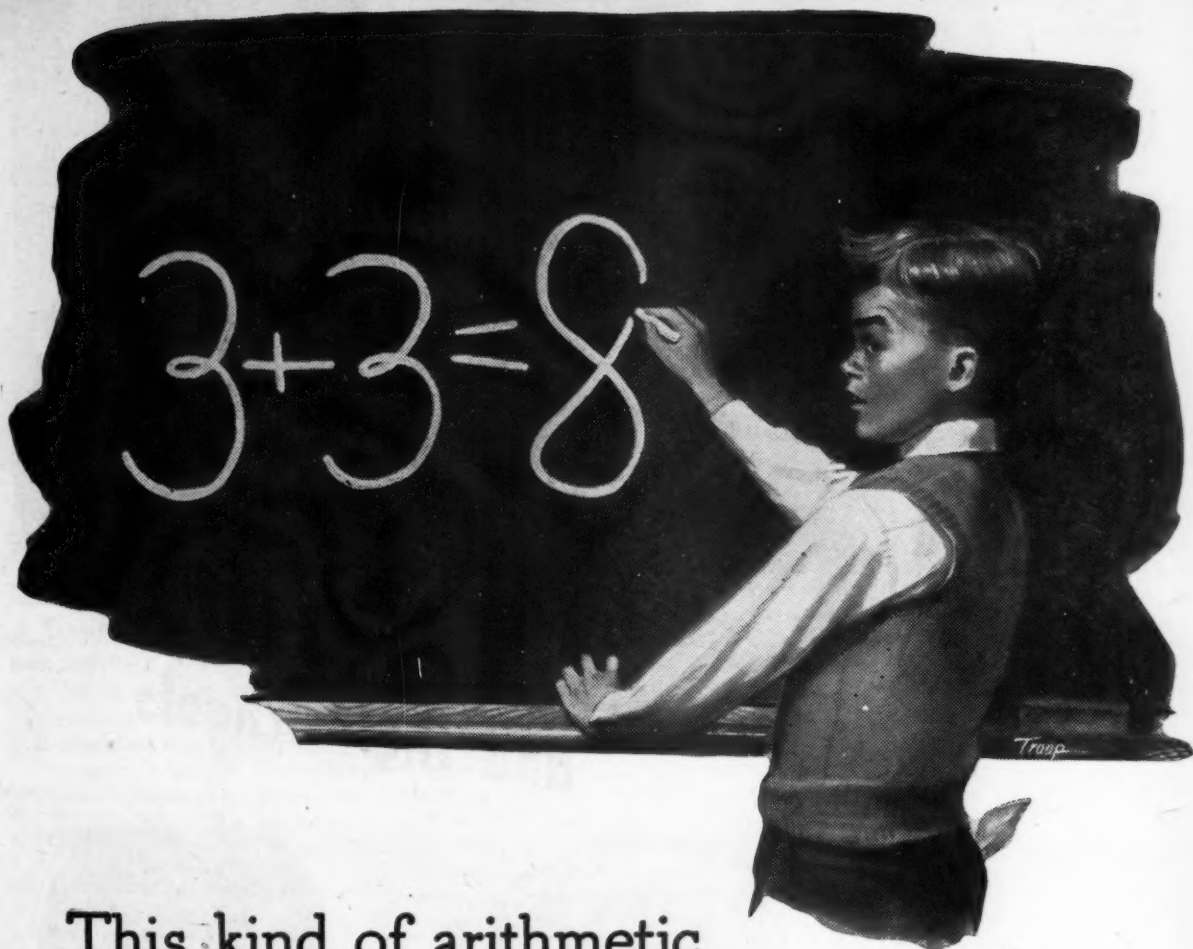
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1301 SURF AVE., Dept. S.M. 26, BROOKLYN 24, N. Y.

SENIORS: Sell your classmates America’s largest and most complete line of Modern **GRADUATION NAME CARDS**. 40% commission. Lowest prices. Free cards and sample kit. Write today to **PRINT-AFT**, 1425 E. Elm St., Scranton 5, Pa.



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Here's how it works out:

**\$3 put into U. S. Savings Bonds today will
bring back \$4 in 10 years.**

Another \$3 will bring back another \$4.

So it's quite right to figure that 3 plus 3 equals
8 . . . or 30 plus 30 equals 80 . . . or 300 plus
300 equals 800!

It will . . . in U. S. Savings Bonds. And those

bonds may very well be the means of helping
you educate your children as you'd like to have
them educated.

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lions have found easiest and surest—through
Payroll Savings. Hold on to all you've bought.

You'll be mighty glad you did . . . 10 years
from now!

SAVE THE EASY WAY... BUY YOUR BONDS THROUGH PAYROLL SAVINGS

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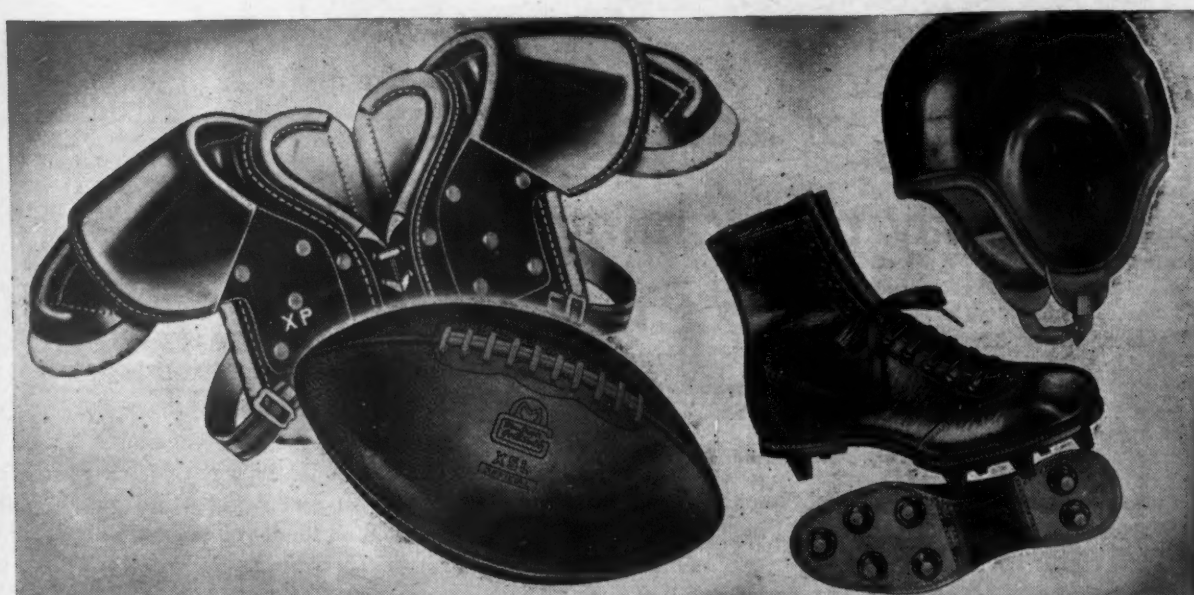
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SCHOLASTIC

Teacher^{EDITION}

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SERIAL RECORD

OCT 14 1946

Practical English

SEPTEMBER 30, 1946

Teaching Aids for PRACTICAL ENGLISH

BASED ON MATERIALS IN THIS ISSUE

Everyone's a Salesman (p. 5)

A One-Period Lesson Plan

KEY TOPIC

1. The elements of good customer relations and how they are learned at school and at home.
2. The store as a sample life situation.

This article points out how everyone's a salesman. Only a few become salesmen for a living, but *everyone's* a customer for life. This is not just a commercial philosophy, but one of the psychological facts of our society. Understanding of the correct behavior patterns outlined in the body of the lesson are necessary to all students regardless of what particular course they are pursuing. They have daily opportunities to persuade people to "buy" their ideas, their personalities.

MATERIALS

For dramatization of today's lesson, have the students bring a variety of articles to class. These might include clothes, canned goods, toys, books, etc.

A student might put his knowledge of writing a good business letter (which was studied last week) to a practical test by sending the articles along to UNRRA, or local relief agency with a letter of explanation.

Discuss the social techniques of good salesmanship. (The ten-question quiz at the beginning of the article is recommended as a springboard for the discussion.) Have the class cite home situations which correspond. (Ex. A polite request for the family car brings better results than a rude demand for its use. A school situation: A direct report to the principal of a serious infringement of rules would be better than passing rumors about it.)

Have the class cast votes for the student best fitted to (1) manage the store; (2) sell behind the counter; (3) play the customer's role. Rotate these parts among the class, so that everyone will have a chance to participate.

So that each participant will clearly understand his function, the following general hints might be given:

(1) *Managers* do not interrupt sales people while the customer is present. They are on deck to answer problems, adjust complaints, and generally supervise store operation.

(2) *Sales people* are variously instructed. Avoid tendencies at high pressure selling, both in speech and attitude. A direct, courteous, friendly, helpful attitude — one quick

to "size-up" the customer situation and tie it in with the merchandise — is to be expected of a good salesman.

(3) "The customer is always right" is a rule in stores, but it carries with it the responsibility for good social conduct on the part of the customer.

ACTIVITY

Have the manager, sales person and customer take appropriate positions by the articles. They now proceed to buy and sell them as in a store.

Do they discover any examples of (1) courtesy; (2) respect; (3) attention to customer; (4) proper use of names, etc.? What does class say about any mistakes they catch?

Take the best and the least desirable examples and illustrate how they apply to: (1) the home; (2) school life; (3) general experience in the community.

YOUR SUMMING UP

How we speak, how we write, and *how we act* "sells us" and our community to others.

HIGH SPOTS

Putting the B on Budget (p. 6)

We all have to *plan on spending — wisely*.

Budgeting is a personal problem. Personal allowances, as subject material, must be handled at the teacher's discretion.

1. Draw a simple diagram on the board. (The one which accompanies the article may serve as a model.)

2. Discuss probable sources of income geared to the community's possibilities. (Ex. If many students had gardens of their own, what price would certain vegetables bring down town? If one had a paper route, how much a week would he receive?)

3. In discussion of expenditures the following questions might serve to keep students "on their toes."

a. Are you looking ahead with your money?

b. Are you getting the most out of it in pleasure and/or meeting unexpected emergencies?

4. Most banks print pamphlets which give, in capsule form, not only excellent material, but some of the *clearest* aids obtainable on the subject of saving. Students will enjoy examining some of them.

Behind the By-Line (p. 9)

As announced in our first two issues this *third* article in the series on "How to Read a Newspaper" will be discussed in class.

SUGGESTED PROCEDURE

1. Count the sample clippings of news columns collected by the students and tabulate results on the board.
2. Select one from each type and tack it up on the board. (a) a movie column; (b) a political column; (c) news; (d) sports, etc. (If, for example, there is one by Hedda Hopper and one by Louella Parsons use them both for contrast.)

ACTIVITY

1. Have students pick out the by-lines of each. Under-score with colored pencil.
 2. Now have students pick out the *facts* from the columns. Do they find many or few? Do the columnist's facts uphold his contentions? Are his points put across with sarcasm, quietly, with drive and force? Tabulate results of student findings under columnist's name. Score ✓ for the good points, X for bad or questionable.
 3. Do students prefer one columnist to another?
 4. Remove "exhibit" and conduct the following (or a similar) test of student reaction. (a) By extracting a typical expression (or opinion) can he identify the author?
- We suggest teachers save today's "exhibit" for review.

Learn to Think Straight (p. 10)

For centuries logicians have battled with the problem of straight thinking. Certain standards have come down to us, but they are not easy to follow. In introducing this simple informal series on logic we believe "thought techniques" can be most valuable to the student, and the activity required for their mastery challenging and exciting to him. Radio, press, ordinary conversation and ads employ it either unconsciously or by design. Sometimes their use is correct, sometimes incorrect.

It is not necessary that the student know the following terminologies. They are set down as a springboard for the teacher. The examples cited may be used, but the mental process by which the conclusions are reached is not suited for class discussion.

A *syllogism*. The "three thought steps" are based on a single premise (statement of facts, idea, or attitude). Each step is a *true* statement in relation to the major thought.

- Ex.: 1. All sinners deserve punishment.
2. Joe is a sinner
3. Therefore Joe deserves punishment

(One can disagree with the first step; i.e. He might argue that sinners need help, not punishment. But if the major premise is accepted, the *logic* cannot be questioned.)

A *sophism* (or false syllogism): The following "three thought steps" conceal a false statement in relation to the premise. The deception can be either intentional or accidental and rises from having *two major premises*, each true in itself, but not related. This fallacy is called a *non-sequitur* (the conclusion does not *follow* from the premises.)

- Ex.: 1. Americans are human
2. Human beings live in Asia
3. Therefore all Americans are Asiatics

COMING NEXT WEEK

October 7, 1946

Introducing—: The "ins and outs" of introductions; rules to follow; sample dialogues.

The "Editorial We": Fourth article in "How to Read a Newspaper" series.

The Joke's on You: The tricks and turns of telling a joke, based on an interview with a well-known humorous story teller.

What's the Usage?: The importance of correct usage in everyday life.

Learn to Think Straight: Second article in a series on elementary logic.

Quiz, Slim Syntax, Boy dates Girl, movie and record reviews, sports, and other features.

- Ex.: 1. Miss Harris is a good teacher
2. Joe is a student in her class
3. Therefore Joe is a good student.

ACTIVITY

Write *twice* on the board a simple premise (statement). Now have two students come up and under each statement write steps 2 and 3. It will quickly be observed that sophism, or deceptive thinking, is most natural to them. Have the class decide if student's second and third steps are logical. Is the conclusion correct? Did they think straight?

Students should realize that mastery of this technique is not won in a day. Some people spend whole lives with their minds locked. But *trying to think straight* can become a habit.

READING REFERENCES FOR "JOBS IN RETAILING" (p. 29)

Selling as a Postwar Career, by David R. Osborne, The Dartnell Corp., Chicago.

Store Salesmanship, by Norris A. Brisco, Grace Griffith, and O. Preston Robinson, Prentice-Hall, Inc., New York.

How to Run a Gift Shop, by Arthur J. Peel, Hales, Cushman & Flint, Boston.

NOTICE! The contest for suggestions for the editorial content of *Practical English* closes on October 15. All entries must be postmarked on or before that date. Winners will be announced in the issue of November 11, and checks will be mailed promptly thereafter.

Answers to "Who? Which? What?" (p. 12)

Everyone's a Salesman!: 1-a, 2-c, 3-b, 4-c, 5-a, 6-c, 7-b.

Behind the By-Line: (1) Anyone who "has the goods" to write a series of articles which a newspaper . . . wants to buy can be a columnist." (2) "People who take the *Times Herald* in Dallas, Texas and those who subscribe to the *Sentinel* in Milwaukee, Wisconsin can read the same column by Walter Winchell." (3) "Walter Winchell's gossip column. . . ." "The most widely syndicated sports column . . . is . . . by Grantland Rice." (4) "Good writers of interpretative columns . . . must know history." (5) ". . . we often read two columns of opposing opinions printed in the same newspaper." (6) "The danger of columns is that some readers believe everything they read. Don't swallow a column. . . !"

Word Building: report, deport, import, export, reporter, deportation, deportment, importer, importation, importance, exporter, exportation.

THE ATOM BOMB

"A way of seeing is also a way of not seeing." — Helen Lynd, from *England in the 1880s*.

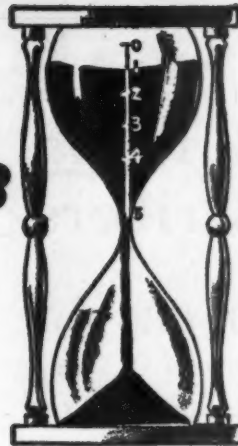
THE atom bomb exists. The United States first perfected it, and used it as a destructive weapon. This past summer a further series of "tests" was conducted by our Government under the ominous catch-phrase "Operation Crossroads." Regardless of results, or varying translations of purpose and effect, the bomb still exists. Its manufacture continues. Its improvement is inevitable.

People the world over are speculating fearfully on our intentions. The bomb has become the major factor in our foreign relations. Citizens at home are confused and in disagreement. On one side we have the "keep-the-know-how-to-ourselves" group, while others clamor for sharing the dubious secret. For many other lands have the necessary "ingredients" and are experimenting with atomic fission.

There is one light on the darkening horizon: the *United Nations*. We as a member, with other world governments, have agreed that peace can be maintained and the atomic genie controlled only through international cooperation.

But the responsibility does not rest with a handful of elected or appointed government representatives. It is the responsibility of each and every individual. This means that every American, whether an adult, or a student in high school, has a solemn obligation to inform himself as fully as possible on the problems of atomic control; to consider prayerfully what American policy should be; and to bring every influence to bear on our leaders for a solution based on the interests of the whole human race.

The editors of *Scholastic Magazines*, in bringing you this selected list of materials, hope you, our teacher-readers, will take up the challenge. Acquaint your classes with the implication of a world society at the "crossroads" and vigorously strive for an informed and serious approach to this crucial problem.



The New Yorker, issue of August 31, 1946, 25 West 43rd St., New York 18, N. Y., 15 cents.

The entire issue is turned over to John Hersey and his masterly report of the Hiroshima bombing. The editors did this "in the conviction that few of us have yet comprehended the all but incredible destructive power of this weapon, and that everyone might well take time to consider the terrible implications of its use." Hersey's account has an every-day, down-to-earth quality in the telling which can be grasped and understood by any high school student. There are no political overtones, no implied ideologies. A challenge is flung to all the people, and as you read, the Japanese live in the pages, suffer, and pull themselves together as might the citizens of our own Detroit, New York, or San Francisco. The analogies are obvious. No one upon finishing this account can comfortably say: "It can't happen here!"

One World or None, McGraw-Hill, N. Y., 1946, \$1.00.

Compton, Einstein, Ridenour, and many other leading scientists have expressed their findings in this revealing compilation. Such titles from the table of contents as: *There Is No Defense, An Atomic Arms Race and Its Alternatives, Survival Is at Stake*, illustrate with what alarm those responsible for making the bomb review their achievement. They have written these papers with but one consideration in mind, to help us understand the issues involved, and to help find a wise control of atomic energy. As Walter Lippmann remarks (p. 75): "There is no doubt that if at this moment in history the United States raised the standard, many nations would immediately rally to it and in all the other nations more and more of the people. Never was there such an opportunity for any people as is ours, though briefly if we do not seize it."

"Atomic Energy Control" from *Vital Speeches*, City News Pub. Co., N. Y., July 1, 1946, 25 cents.

This is a reprint of the now famous Baruch Plan for placing the power of the atom under control of a United Nations

A Collection of the Best
Recent Classroom Material on the
Problem of Atomic Control

AND THE TEACHER'S OBLIGATIONS

Committee. Endorsed by Congress and the President, it is worthy of close examination. There is also a companion piece in the same issue by Andrei Gromyko advancing the Soviet's program to the same end. No attempt is made here to evaluate the merits of either plan. The Russians insist, as a preliminary requirement for world peace under U.N. control, that we destroy our present stock piles of bombs and all future use of atomic energy be excluded from the manufacture of weapons. To date neither proposal has been accepted, bombs are still being made, and the situation is, if anything, more acute.

The Atomic Age Opens, Pocket Books, N. Y., 1945, 25 cents.

On the day the first atomic bomb was dropped the Director of the University of Chicago Laboratory (which had loaned most of its scientists for research in atomic energy) remarked: "This is a very sad day for us. Let us hope we have not placed dynamite in the hands of children." This little book tackles the questions that are concerning men everywhere. Can man ever again survive a war? What will we do with our new-found power? "Only cooperation by very highly trained men [scientists] could make it [the bomb] work. And only cooperation among these men and with other men of wisdom and good will can ever put the scientific principles of atomic energy to good use." (p. 241)

A Report on the International Control of Atomic Energy, prepared by the State Department, Washington, D. C. Copies may be obtained upon request from the Teachers Service Bureau, Scholastic Magazines.

"Anticipating favorable action by the United Nations for the establishment of a commission to consider the problems arising as to the control of atomic energy," a Committee of five was appointed to study the subject and report to the Secretary of State.

The sixty-one pages of this pamphlet, known to the public as the Lilienthal Report, is the thoughtful result of this committee's work. The findings and proposals should be a springboard for vital discussions.

Man vs. Atom — Year 1, from *Science Illustrated* (magazine), McGraw-Hill, N. Y., August, 1946, 25 cents.

An excellent survey of the problem from its early history to the present is graphi-

UNITED NATIONS WEEK School Celebration (originally scheduled for September 22-29) will now be held October 20-28, owing to postponement of General Assembly

This notice, scheduled for this issue, appeared in error last week.

IMPORTANT to old and new subscribers

NEW SUBSCRIBERS will find a Confirmation card bound in this issue. This is the last issue due on your Tentative Order. Unless you have already sent us a second, or confirming order, stating the number of subscriptions you definitely desire, please use the enclosed card for that purpose. Send it today to insure uninterrupted service. You do not need to make remittance now.

OLD SUBSCRIBERS will find a Renewal card bound in this issue. While awaiting word from you concerning your subscription, we have been sending you the same number you received last term. We can not continue, however, without your prompt instructions. IF you have not already sent in your renewal, please send us your instructions on the enclosed card today.

Thank you, and best wishes for the new school year.

Sincerely yours,
SCHOLASTIC MAGAZINES

Clyde R. Shuford

Teachers Service Bureau

cally outlined in this special section. In eight vitally important pages the editors have condensed the basic science of atomic energy, its possible uses, and its political repercussions. The dilemma we all face is clearly announced: either nations face World War III, "which would surely be the most deadly in history," or we must follow the proposals of experts who would "yield both atomic weapons and war potential to [an] international force."

RADIO BROADCASTS

The following list of pamphlets should be on every school library shelf this fall. They represent a cross section of opinion on the subject over the past year.

Who Should Control the Atomic Bomb? (September 20, 1945).

Does the Atomic Bomb Make World Government Essential Now? (November 29, 1945).

Should We Share the Secret of the Atomic Bomb with Any Other Nation? (October 25, 1945).

Who Should Control the Production and Use of Atomic Energy? (March 28, 1946).

Should the Baruch Proposal Be Adopted? (July 4, 1946).

(Above from The Town Hall, Inc., N. Y., 10 cents a copy.)

Should We Internationalize the Atomic Bomb? (October 16, 1945).

Does Atomic Warfare Make Military Training Obsolete? (February 12, 1946).

The Atomic Bomb - Civilian or Military Control (March 26, 1946).

(Above from The American Forum of the Air, Ronsdell Inc., Washington 18, D. C., 10c a copy.)

The United Nations and the Bomb (July 23, 1946).

The Implications of Atomic Energy (May 5, 1946).

(Above from University of Chicago Round Table, University of Chicago, 10c a copy.)

Students should not be permitted to hulk themselves in the excitement of looking on the bomb as a fine new mechanical toy. That is indeed a "way of seeing and not seeing." If there is to be "peace in our time" we must diligently seek it in international cooperation.

The seriousness of the situation facing us all was voiced on September 2 by Eugene O'Neill during an interview with the press. "If the human race is so stupid that in 2,000 years it hasn't had brains enough to appreciate the secret of happiness - contained in one simple sentence that you'd think a grammar school kid could understand - then it's time we dumped it down the nearest drain and let the ants have a chance. The sentence is the Golden Rule."

Mr. O'Neill is not a politician. Being an artist, he is tuned to the overtones of life. He tries to "see things steadily and see them whole." He has spoken for us all in this our "eleventh hour." What do your students have to say?

- JOHN B. GROES